

HAPPY NEW YEAR ISSUE

MAD

No. 76
Jan. '63

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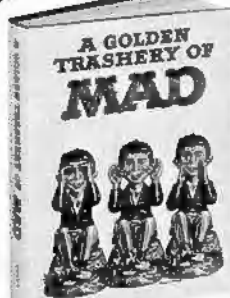
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- ☐ Son of MAD
- ☐ The Organization MAD
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Christmas package, and
the person who gets it
won't expect too much!

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MAD

"Housework is what a woman does that nobody ever notices—
until she doesn't do it!"—Alfred E. Neuman

PUBLISHER: William M. Gaines **EDITOR:** Albert B. Feldstein

ART DIRECTOR: John Putnam **PRODUCTION:** Leonard Brenner

ASSOCIATE EDITORS: Jerry De Fuccio, Nick Meglin

LAWSUITS: Martin J. Scheiman **PUBLICITY:** Richard Bernstein

SUBSCRIPTIONS: Gloria Orlando, Celia Morelli

CONTRIBUTING ARTISTS AND WRITERS:

The Usual Gang of Idiots

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MAD — Jan., 1963 Vol. 1, Number 76, is published monthly except February, May, August and November, by E.C. Publications, Inc., at 850 Third Avenue, New York 22, New York. Second Class Postage paid at New York, N. Y. Subscriptions, 9 issues for \$2.00 in the U.S. Elsewhere, \$2.50. Allow 6 weeks for change of address to become effective. Entire contents copyright 1962 by E.C. Publications, Inc. The Publisher and Editors will not be responsible for unsolicited manuscripts and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all **MAD** fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence.

Printed in U.S.A.

IF KIDS DESIGNED THEIR OWN TOYS... 4



MAD asks what toys would be like if kids designed their own... then answers the question, since we're on the same mental level.

U.S. GOVT. BUYS LIKE U.S. PUBLIC... 10



If the Govt. bought like the Public buys, things'd be about the same as they are now; It would still spend more than it's got!

TV SHOWS THAT NEVER MADE IT... 16



An article dealing with pilot films of TV shows that were nixed for some reason or other, like this article should have been.

SEEING ISN'T ALWAYS BELIEVING... 22



A look at how newspapers pick photos and captions to sneak across editorial opinion... in an article that uses the same device.

THE LIGHTER SIDE OF WINTER... 26



We bet your reaction to this article will be like ours — not like what the author intended. Mainly, it'll leave you "cold"!

MAD'S AIDS TO HAPPIER LIVING... 36



MAD offers some clever inventions to help make for happier living... if you can call what we're doing these days "living"!

MOVIE THEATER OWNER OF YEAR... 39



MAD honors the man who makes the sick, shocking antics of Hollywood stars possible — because he gets 'em the money to squander.

XMAS-NEW YEAR ALPHABET BOOK... 44



MAD creates an "Alphabet Book" that spells out the commercialism of holidays — like Christmas and New Years — to the "letter"!

LOOKING FOR A Christmas "TIP"?



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LETTERS DEPT.



DR. KILJOY

Congratulations for printing such a
fine article as "Dr. Kiljoy" (MAD #74).
I enjoyed it immensely. It was the best yet!
Sherry Hagenson
Evanston, Ill.

There have been some really funny
things in MAD, but you really outdid
yourself with "Dr. Kiljoy."

Chip Brezee
Richmond, Va.

I never read a funnier take-off on a TV
medical show. I just love your magazine.
Keep up the great work.

Linda Arvin
Bronx, N. Y.

You've destroyed my image of TV doc-
tors. Now, I can't watch any of those shows
without thinking of your article, and then
laughing myself silly over them.

Diana Sardiñas
Bergenfield, N. J.

Your article on "Dr. Kiljoy" was very
educational, and I learned a lot from it
... mainly never to read MAD while I'm
eating.

Dick McIntyre
Newman, Calif.

"SPEAKING"—WITH ONE WORD

All I can say about your new regular arti-
cle "Speaking From Pictures" is—"More,
More, MORE, MORE, MORE..."

Joe Lemak
Watkins Glen, N. Y.

MAD RADIO STATION

Well, I'll be a knock-kneed Gnu! I
didn't know MAD Magazine had a radio
station until, while driving through Okla-
homa, I found KMAD at 1550 on my dial
at Madill, Okla.

Bob Willingham
Lawrence, Kansas

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PRE-COLUMBIAN MADNESS



I thought the enclosed photo might be amusing to you because of its resemblance to Alfred E. Neuman, the "MAD" boy. It is a pre-Columbian "terra-cotta" which is in the Dallas Museum of Fine Art.

J. P. Charbonnier
Paris, France

REPRINT FIRST ISSUE?

I think it would be a real treat if you'd publish an exact replica of the very first issue of MAD.

Johnny Bolin
Tulsa, Okla.

Why?? It was terrible!—Ed.

OH . . . HENRY.



I hate the guy who draws the satires of "Henry" for MAD because he does a better job than I do. I draw the "Henry" daily comic strip, and Don Trachte does the "Henry" Sunday page. I think Don feels the same as I do. "Henry" never speaks, but brother, I do—and I'm crazy about MAD.

John J. Liney, Jr.
Huntingdon Valley, Pa.

COLLEGE HUMOR?

It's articles like "When Newspaper Editors Go On Vacation" (#74) that prove MAD to be almost too rare for general public sale. C'mon, Harvard faculty—we're on to this "moonlighting." And for readers' sake, we hope the Board of Trustees never vote pay raises for Dean Gaines, Prof. Feldstein and staff.

I. J. McNatt
Ft. Smith, Ark.

CANADIAN MAD FUN

After we read it, we had a "ripping" good time with the latest issue of MAD—if you know what we mean.

Linda Litwack
Portage La-Prairie, Man., Can.

BUBBLING ENTHUSIASM



MAD has sunk to new depths. As a professional scuba diver, I spend many hours underwater. Whenever I get MAD, I take it down with me. So try not to be so funny. When I laugh underwater, my facemask leaks!

Judy Joye
New York City

QUERY ON BRICKBATS

Do people ever throw bricks through your windows?

George Ehlers, Jr.
Anniston, Ala.

No, people never throw bricks through our windows—because we're high up in a modern office building. But pigeons do!—Ed.

THEY LAUGHED WHEN I SAT DOWN TO PLAY THE PIANO . . .



Are you sure this is the ending of the Schubert "Unfinished Symphony"?

Peter Nero
New York, N. Y.

No, Pete—but it might be the ending of your career. All kidding aside, though, our congratulations on your winning the "Grammy Award" for the "Recording Artist of the Year."—Ed.

SUMMER REPLACEMENTS

I enjoyed your article on "Summer Replacements." Now—what we need is a "Summer Replacement" for MAD!

Joe Langjahr
Balboa Island, Calif.

And what we need is "Summer Replacements" for nasty-letter-writers!—Ed.

MAD-INSPIRED IMPROVEMENTS

The other day, my boss caught me reading a copy of MAD. After I'd finished, he picked it up and began thumbing through it himself. This simple act on his part inspired him to have some work done on our studios which has improved our working conditions 1000%. Our sincere thanks to you for providing the boss with the idea that has literally changed our lives.

Tom Sidwell
WIOS Radio
Tawas City, Mich.

P.S. Precisely what does the word "Fumigate" mean?

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New York 22, New York

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ANNOUNCEMENT BLAMING:



THEY DREW WHAT THEY WANTED DEPT.

We at MAD feel that the designs of today's Christmas toys reflect our warped adult sense of values. We at MAD also feel that the success of today's Christmas toys exposes our basic insecurity as parents trying to buy the love of our children with material things. But mainly, we at MAD feel too cheap to spend that money on our kids! So here is our idea: Instead of nuclear physicists designing complicated costly toys, why not let kids design them? Children's drawings show simple, beautiful, joyous viewpoints that no grown-up can hope to capture. Here, then, is what we would be seeing...

IF KIDS THEIR 0

STORY AND MODELS BY AL JAFFEE

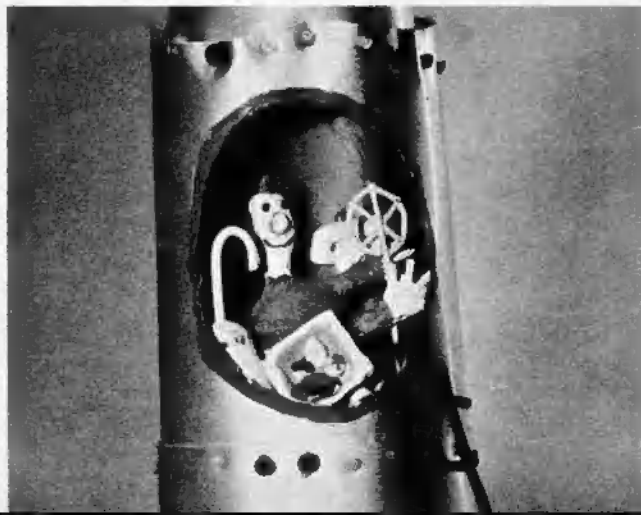
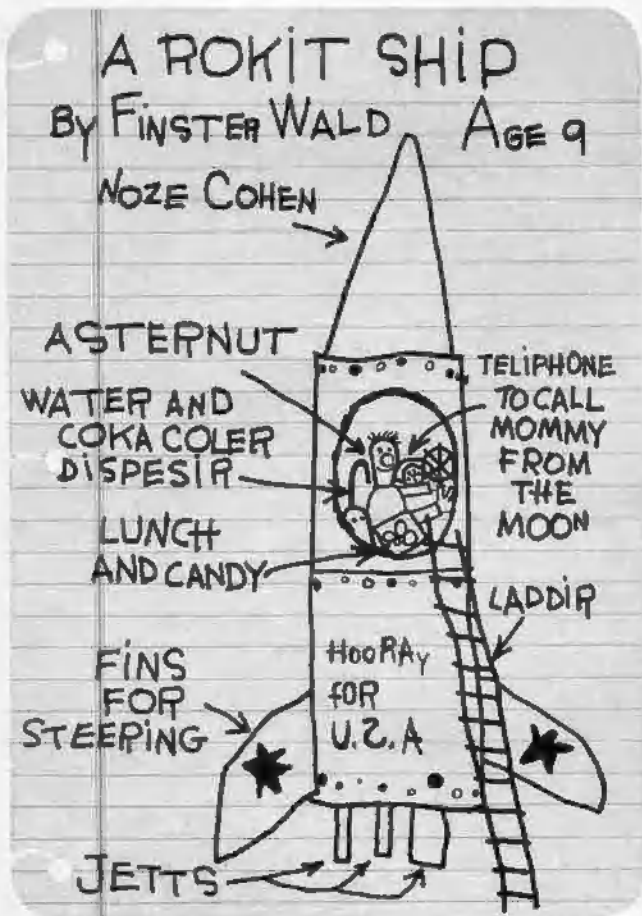
A PRETTY DOLLY



Dolls have become so complicated and realistic today, they're almost human. But little girls don't want human dolls. If you don't believe it, watch how little girls torture baby brothers or sisters. We interrupted little Karen Shmutz while she was sticking her finger down her baby brother's throat, and asked her to design this doll.

DESIGNED Toys WN XMAS

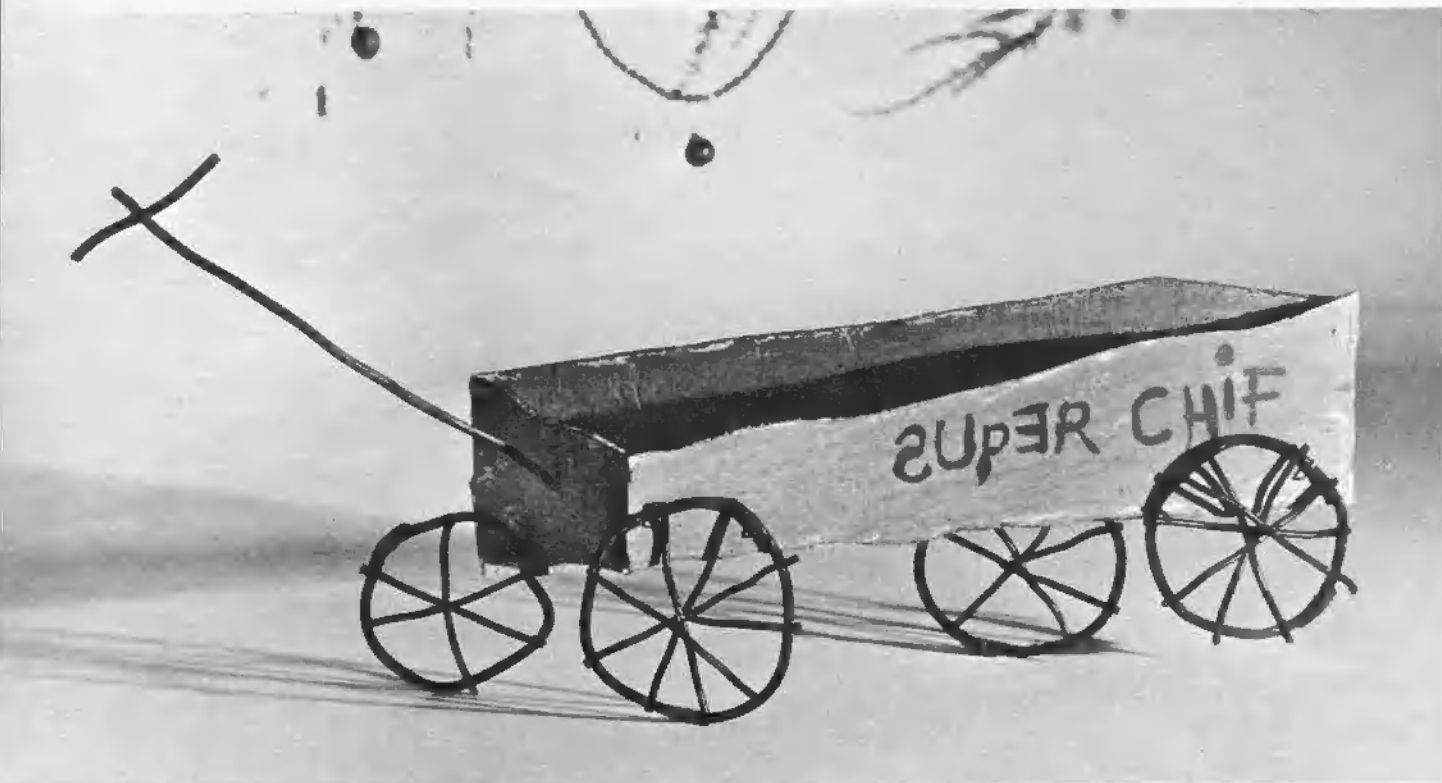
PHOTOS BY LESTER KRAUSS



Nine year old Finster Wald's design for a rocket ship seems far more interesting to us than the realistic ones turned out by aero-space scientists working for toy companies. And it probably works as well as the ones these guys designed for the U.S. space effort before they left to go to work for the toy companies.

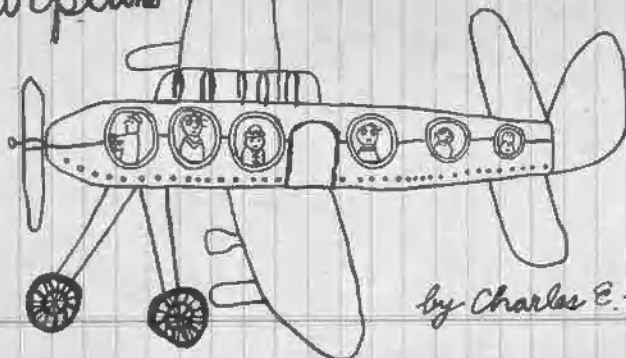


Notice the brilliant new concepts that 7-and-one-half year old Sheldon Shnook's wagon introduces to the toymaker's art . . . brilliant new concepts like crooked sides . . . wheels that won't turn . . . and perspectives that haven't even been discovered yet! But Sheldon's wagon has one thing that no one can take away from it: its inner beauty . . . namely, its low price!



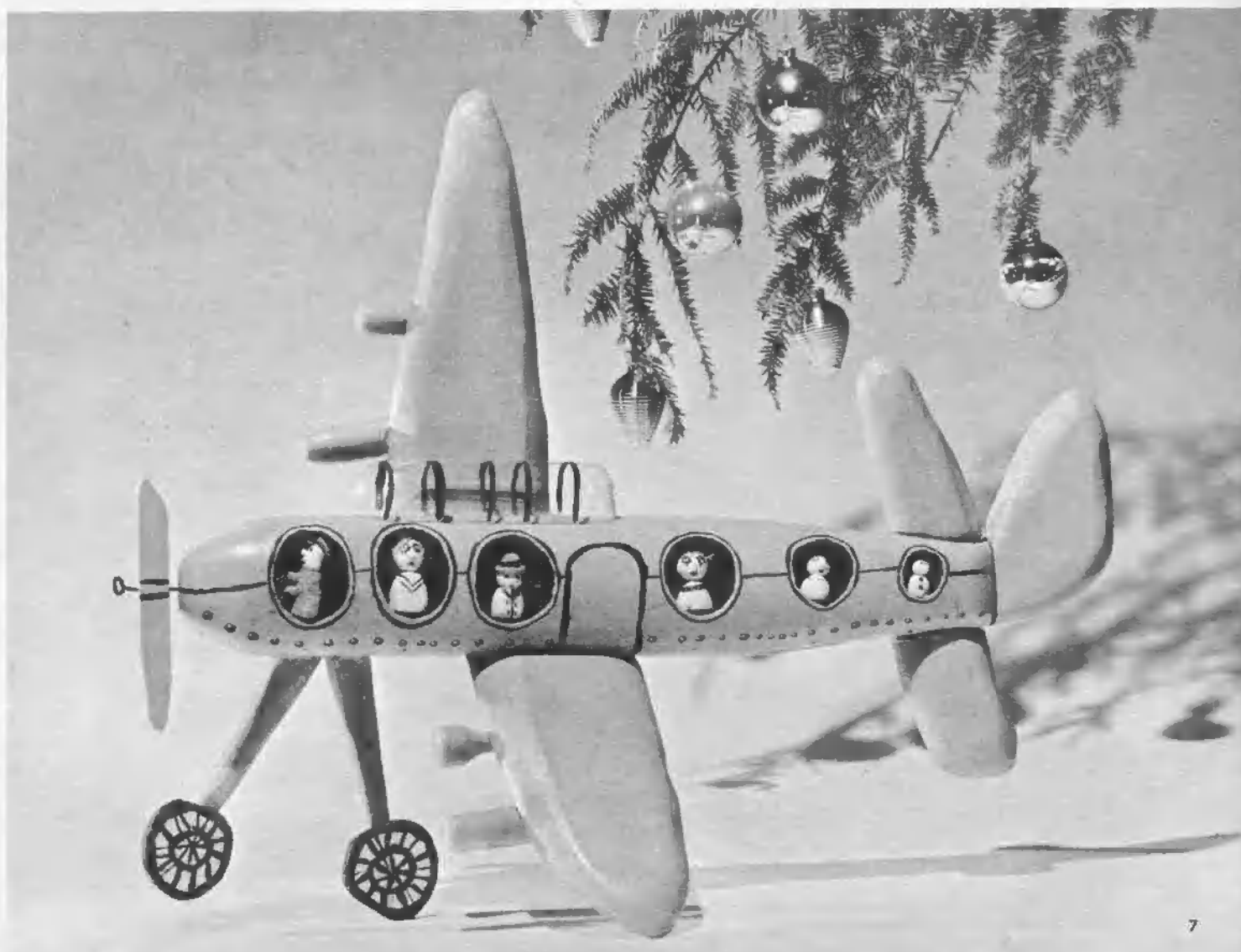
A Jet Airplane

by Charles E. Hidrook
Age 10 years and 2 months



by Charles E. Hidrook

Charlie misses nothing when he sees a jet airplane. Of course, he misses plenty when he draws one . . . but we think it's grand anyway. His attention to detail is enchanting. It's also a bit cockeyed, but that's okay because we're hoping some forward-looking toy company will manufacture Charlie's plane and he'll make enough money on royalties to afford the glasses he needs.



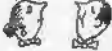



















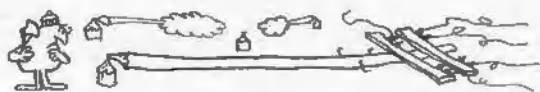


Alfred's Poor ALMANAC

TUES 13	MAD goes on sale. World leaders rush to stands to see what they said in "Speaking From Pictures!" 	WED 14	French Guillotine operators go on strike, demand severance pay, 1789. 
THURS 15	"Man who marry more than one woman usually have strong altar ego!" 	FRI 16	Mrs. Ponce de Leon divorces Ponce for going to Florida without her, 1513. 
SAT 17	Millard Fillmore refuses to sign Pony Express Bill unless Congress attaches a rider, 1851. 	SUN 18	The original Canadian Club was not Canadian, nor was it a Club. It was an African spear called a "Schenley."
MON 19	Melvin Waxwing asks that his wife be named a disaster area, 1960. 	TUES 20	New Musical based on "The Three Bears" opens on Broadway. Reviewers call it "Grisly," 1953. 
WED 21	Pilot Ralph Ambergris air-drops Thanksgiving dinners to troops, inventing new kind of turkey chute, 1943.	THURS 22	Thanksgiving Day. Entire nation gives thanks that this is the final edition of Alfred's Poor Almanac. 
FRI 23	"Man who drinks incessantly usually ends up as a beast of bourbon!" 	SAT 24	As long as this is the last Almanac . . . Sheila Weinstock is a Fink!!—Frank Jacobs. 
SUN 25	Alfred E. Neuman and Casey Stengel begin series of debates on "The Great Philosophies," 1959. 	MON 26	As long as this is the last Almanac . . . Frank Jacobs is a Fink!!—The Editor. 
TUES 27	If all the mackerel caught in 1962 were laid end-to-end across the Sahara Desert, boy, would they stink! 	WED 28	Stan Musial says he wishes his team had won the pennant, but it just wasn't in the Cards, 1960. 
THURS 29	Harry Houdini reluctantly attends Mother-In-Law's birthday party. He just couldn't get out of it, 1924. 	FRI 30	"Man who wears leather watchband is usually strapped for time!" 

WRITER: FRANK JACOBS

DECEMBER		SAT 1	Fidel Castro invites leading Rhode Island "Red" to Cuba so he can practice his chicken-plucking, 1960. 
SUN 2	Washington, D.C. discovers "New Frontier Roulette"—five Kennedys and a Businessman, 1961.	MON 3	"Pink elephants are nothing but pigments of the imagination!" 
TUES 4	"People who own large estates spend most of the time minding their manors!" 	WED 5	France will break off diplomatic relations with U.S.A. today after seeing 18th consecutive re-run via Telstar.
THURS 6	Sheep herder Walter Whiffle accidentally leads his flock on to State highway, invents the ewe-turn, 1941	FRI 7	Pyromaniac Chester Ungley confesses to police, blames it on his burning ambition, 1938. 
SAT 8	Nick Adams and Troy Donahue open their new School of Acting. Laurence Olivier throws up on site, 1961.	SUN 9	"Criminals are invariably bothered by feelings of apprehension!" 
MON 10	Transparent Airlines orders overweight pilot to go on a "crash diet"—loses its only plane, 1948. 	TUES 11	U.S. Mint at Philadelphia opens new wing, claiming extra facilities will provide better quarters, 1911. 
WED 12	There are 17 different ways to pronounce the word "Potrzebie," all of them incorrect! 	THURS 13	Ex-Sen. Hugo Lumpf, who kissed 14,728 babies but lost his last election campaign, dies of colic, 1960. 
FRI 14	Three twisters destroy downtown Dallas before the Police can turn off their transistor radios, 1961. 	SAT 15	"A tension wire gets its name because it's high-strung!" 
SUN 16	San Quentin Prison baseball team sends most players to the annual "All-Stir Game," 1957. 	MON 17	Police confuse golfer Ed Sfortz with escaped criminal Al Skagg, resulting in pro and con argument, 1949.
TUES 18	National Nudist's Convention opens with playing of official theme, "Rawhide," 1960. 	WED 19	"Chef who bakes lousy pastry for restaurant is often responsible for poor turnover!" 
THURS 20	Angus MacThistle refuses to accept Plaid Stamps because the pattern is not his family Tartan, 1961. 	FRI 21	Dentist Milton Frazzle has patients gargle with egg-nog, invents the first Orifice Christmas Party, 1911. 
SAT 22	First Day of Winter. Celebrated in every State except Florida, where Winter is not officially recognized.	SUN 23	Dexter Starkraving throws oversized yule log in fireplace, ends up with broken hearth, 1931. 
MON 24	Christmas Eve. Final chance to return gifts you received for Christmas, 1961. 	TUES 25	Christmas Day. The day when folks try to pass out their presents before they pass out themselves. 
WED 26	MAD goes off sale. World leaders rush to lawyers to sue for what they said in "Speaking From Pictures!" 	THURS 27	



Don Martin, who's been handing us the same "song and dance" for years, recently came up with an idea for a new musical called "Flower Dome Song!" It happened —

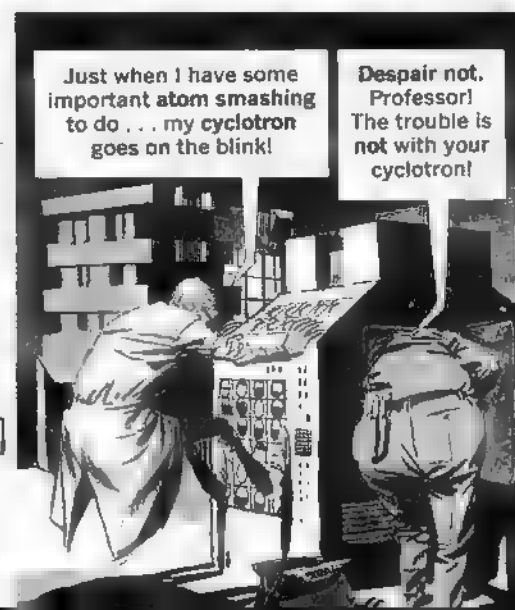
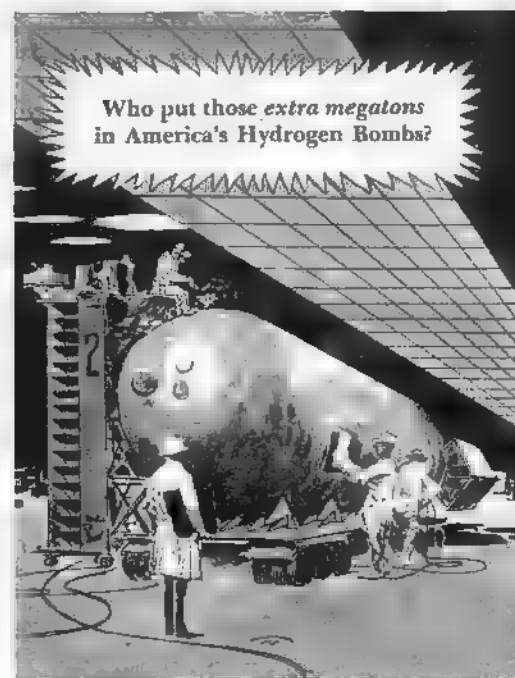
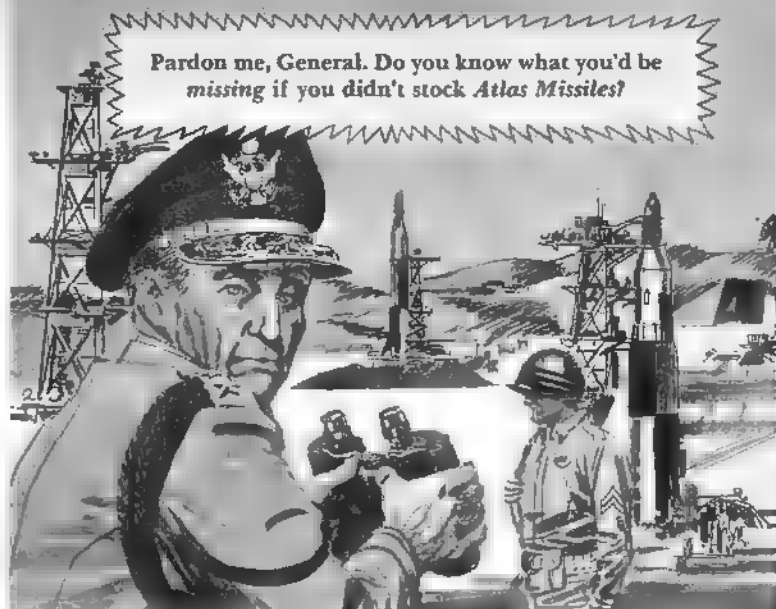
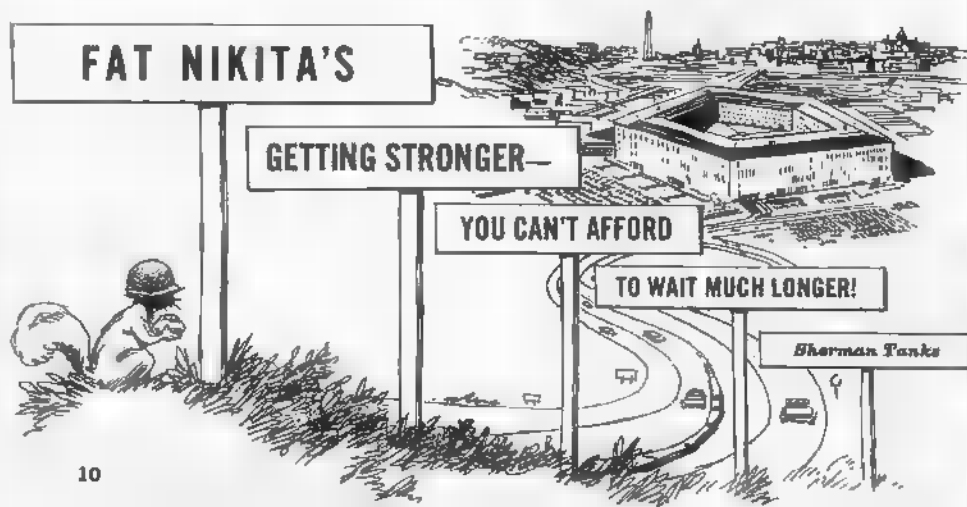
IN A DOCTOR'S OFFICE



BOOSTING THE ECONOMY-SIZE DEPARTMENT

Today, American manufacturers spend millions of dollars in an insane drive to get you to grab their products. Giant advertising campaigns bombard you with ridiculous reasons for buying a certain brand of junk, and TV and mail promotions give you added incentives for throwing away your good money. Which is okay, if you're idiot enough to fall for them. But thank goodness the United States Government isn't subjected to this pressure — it buys from **sealed bids!** Can you imagine what it'd be like if the Government **did** buy the same way as you and I? Can't you **see** some of the TV, magazine and mail advertising campaigns Madison Ave. would come up with

IF THE U.S. GOV'T. BOUGHT LIKE THE U.S. PUBLIC BUYS



That
launching
pad!

That
gantry
crane!

Those
binoculars!

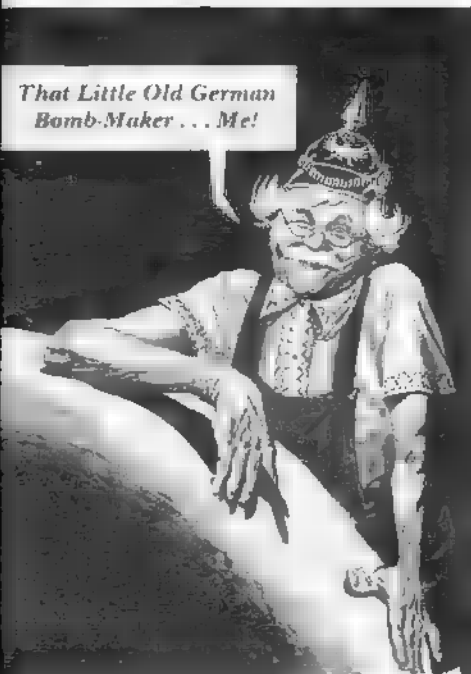
Your
uniform!



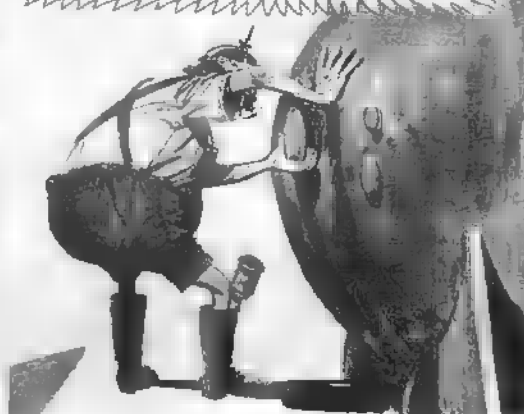
But I do stock Atlas Missiles . . . that's why I didn't miss out on all those wonderful weapons of war I get from Atlas coupons! I buy Atlas Missiles by the trainload—that way I get 4 extra coupons with every shipment, and they mount up fast. Frankly, I don't see why every nation doesn't stock Atlas!



That Little Old German
Bomb-Maker . . . Me!



Yes, here at General Electric's German-American Colony laboratories, fissionable materials are aged in underground lead-lined vaults, mellowed to perfection in complete secrecy, and encased to give you a real blast every time. So remember—



You just can't miss
With Ex-German Fiss—
Try General Electric H-Bombs!



ARTIST: GEORGE WOODBRIDGE
WRITER: STAN HART

You are suffering from
isotope clog! For best
proton sloshing action,
you should use
Westinghouse Isotopes!

Westinghouse—
Shmestinghouse!
One isotope is
like another!



Not so! Other isotopes may
be flashier and give a higher
radiation yield, but they can
also foul up cyclotrons and
cause expensive repairs.



Say, it's
working again!
This is great!
Thanks!

Don't thank me—thank Westinghouse!
And remember—the makers of 16 top-
loading cyclotrons all pack Westing-
house Isotopes in their machines!



NAME THIS NEW GENERAL DYNAMICS

I.C.B.M. ROCKET

AND

Win It!

Imagine yourself the envy of every Military Commander in the continental United States. With your own personal General Dynamics ICBM Rocket, you're the boss! The Pentagon listens to you! Comes fully operational, complete with beautiful full-color map outlining 37 suggested target areas. And it's yours **FREE!** Just give it a winning name!

HERE'S ALL YOU DO:

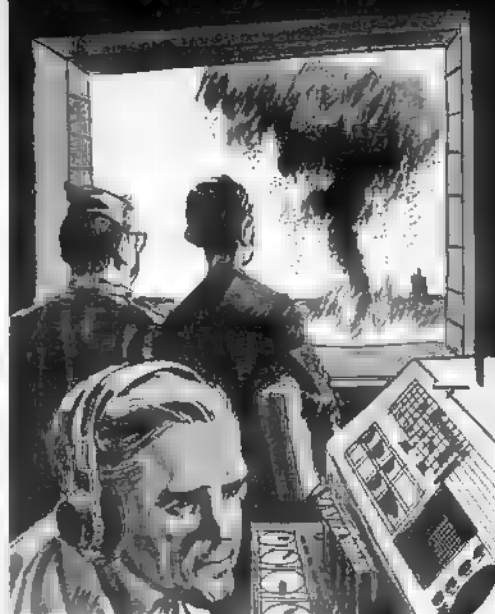
Choose a name from list of suggestions below that you feel best describes the new General Dynamics ICBM rocket and complete this sentence in 25 words or less: "I think the new General Dynamics ICBM Rocket should be called:

Because: _____

Suggestions:

GREEK: Icarus, Oedipus, Plato, Spyros Skouras
ROMAN: Vulcan, Pliny the Elder, Anna Magnani
GERMAN: Dancer, Prancer, Donner und Blitzen
AMERICAN: Mary Worth, Alley Oop, George Jesse!

Send your entry along with the end-flap from any General Dynamics weapon crate to: Contest, Box 137, Fallout Shelter Station P.O., Wilmington, Delaware. Employees of General Dynamics and civilians not eligible. The contest closes May 16, 1963. Winners will be announced on special Conelrad Broadcast right after the first attack wave is completed.



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UNITED STATES NAVY
WASHINGTON, D.C.

Air Force General Hugo Leeming shows young Colonel Windy Phillips how to slide back his canopy...

Now Windy takes over...

Good try, son! Keep that up and you'll be an Air Force General in no time!

Later...

Say, you still using that "greasy kid stuff" on your plane?

Why, yes, General!

524

CHADWORTH

Say—aren't you Phil Duncan, that salesman on TV?

That's right, sir! And I'd like to talk to you about your fallout!



Let me show you how you can have a hydrogen bomb that's not just clean—but clean clear through! With DuPont U-235!



No longer will your neutral neighbors accuse you of dirtying up the earth's atmosphere. With DuPont U-235, your radioactive clouds are fleecier and easy to manage. For your next blast, use DuPont U-235—and have a test series you can be proud of!



\$2 Million

THIS COUPON IS WORTH
\$2,000,000

YES, YOU SAVE \$2,000,000 IN THIS GREAT NEW
GET-ACQUAINTED OFFER
when you purchase our new Model 789-AP

AIRCRAFT CARRIER

SMOOTHER SAILING

LONGER LASTING

GREATER DETERRENT

Just take this coupon with you when you go shopping at your friendly
Newport News Shipyards, and cash it in for **BIG SAVINGS!**

This offer void for unfriendly nations.

\$2 Million

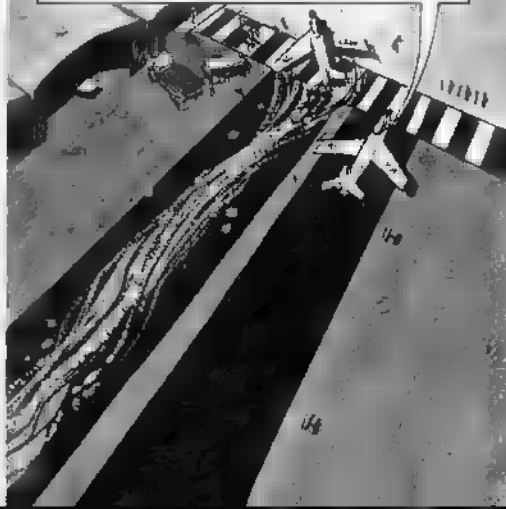
\$2 Million

\$2 Million

I use Texaco with T-7—the greaseless lubrication! Let's try an experiment. You use that greasy kid stuff and I'll use Texaco...



Now let's compare runways. Look how your goo drips and leaves unsightly stains on your runway, while mine is nice and clean!



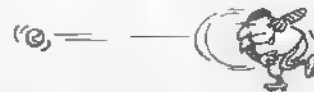
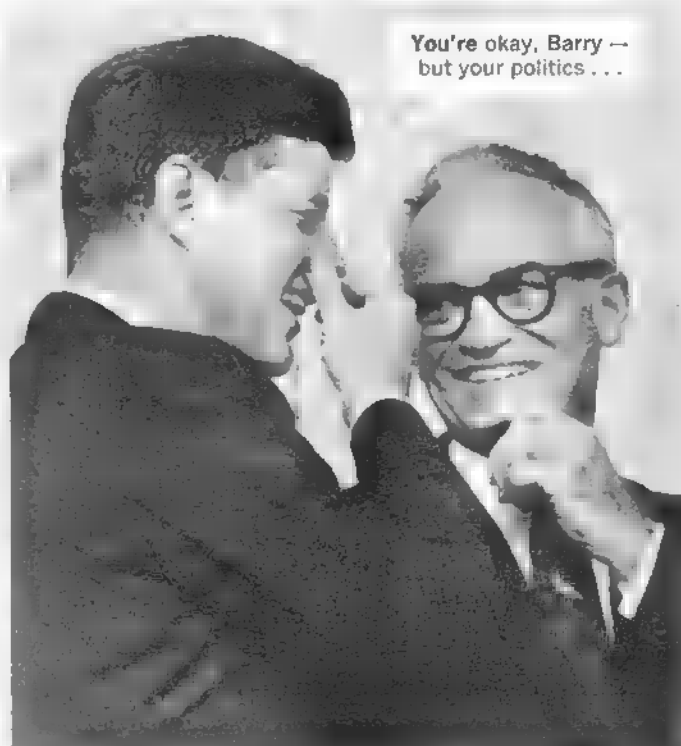
Get with it, Windy! Use Texaco Light Lubrication with T-7... for that modern Air Force look!



FREEDOM WITH SPEECH DEPT.

Who says things in MAD have no great political significance? Take Gerald Gardner, for instance! And don't tell us where you take him! Anyway — according to *Newsweek*, several pages of Gerry's new book "Who's In Charge Here?" were hidden by administration staffers in President Kennedy's cake at a private White House dinner. *Newsweek* reported that "he broke up" when he read them. The big question is: What did the President break up? The cake? The party? The furniture? And so, in tribute to JFK's sense of humor, Gerry devotes this issue's captioned quips to —

PRESIDENT KENNEDY SPEAKING



AND THE WASHINGTON CROWD... FROM PICTURES



WRITER:
GERALD GARDNER

PHOTOS BY
UPI AND WORLD WIDE



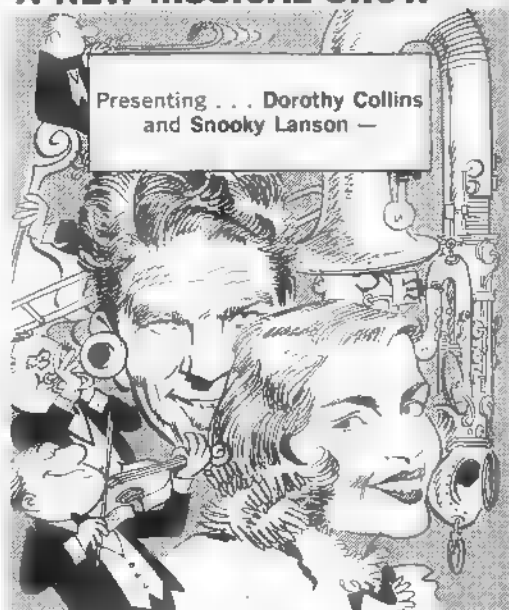
FOOTAGE ■ THE MOUTH DEPT.

Every year, thousands of dollars are spent making TV pilot films. This news may not shock you because you've probably got no idea what ■ TV pilot film is. Well, it's like this: Somebody gets an idea for a great new TV series, so he makes a film of one show to demonstrate the idea. Then he tries to peddle it to ad agencies and networks. Many of these pilot films are pure garbage. Those are the ones that are immediately sold and scheduled as regular programs. But the majority of pilot films are scrapped because unforeseen things happen between the time they're shot and the time they're peddled around the industry. Now here, for example, are some of the...

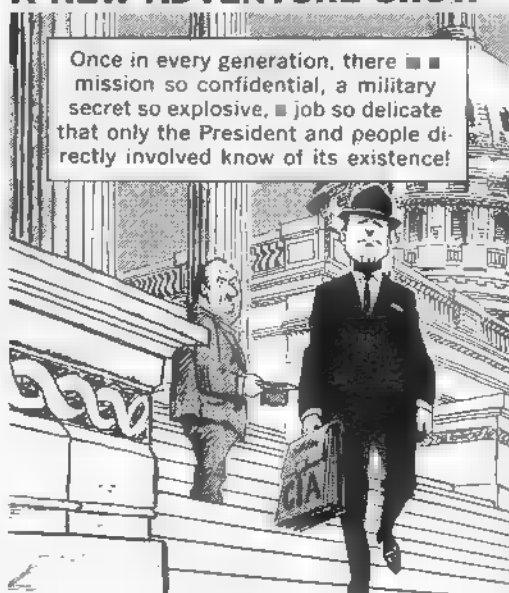
TV PILOT FILMS THAT NEVER MADE IT



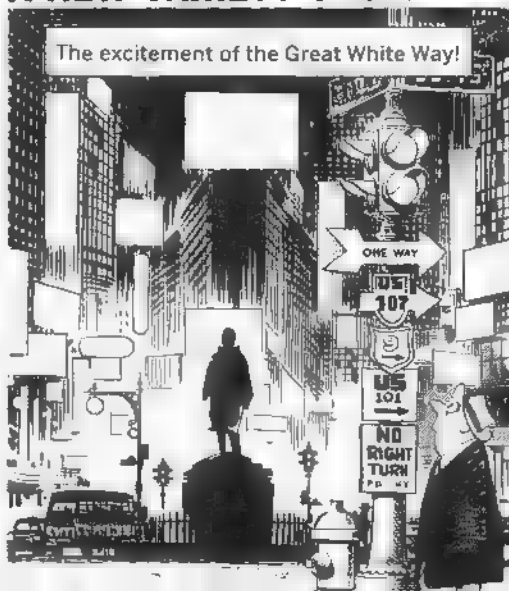
A NEW MUSICAL SHOW

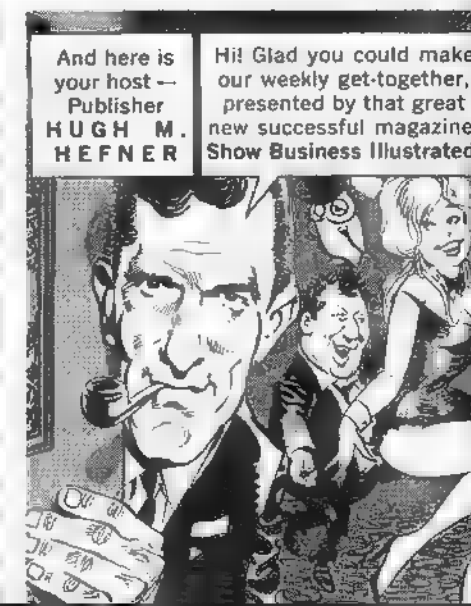
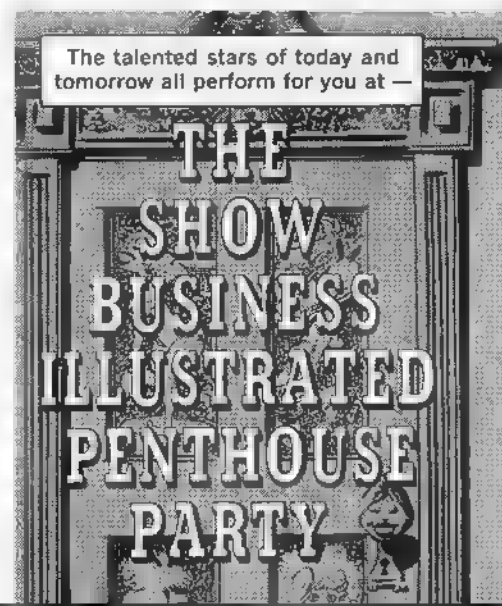
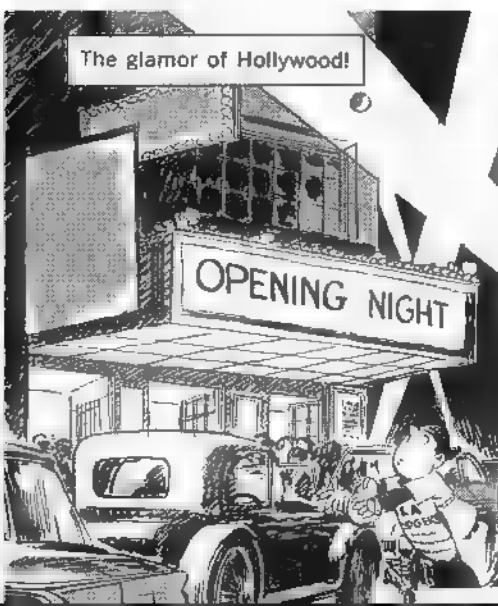
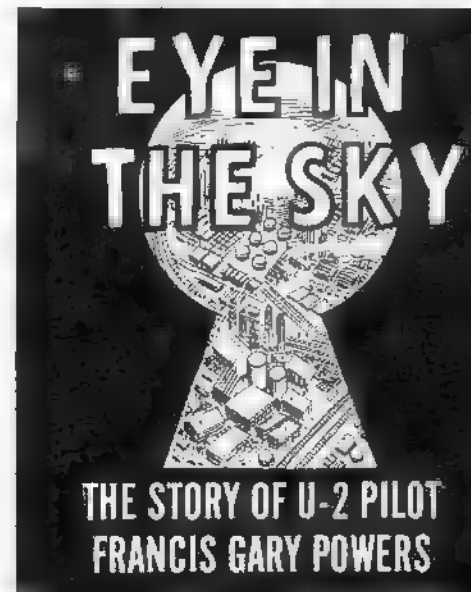
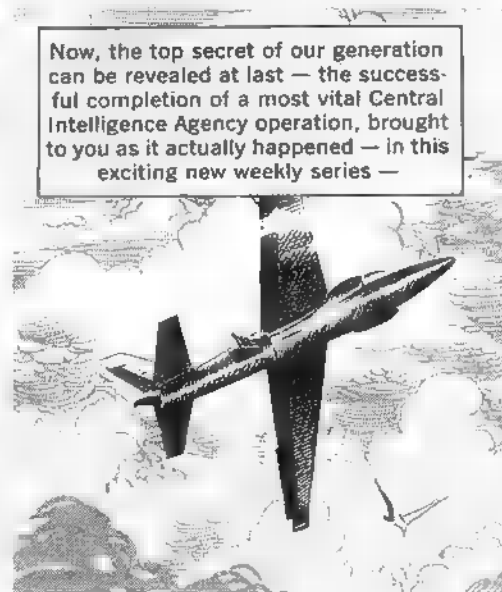
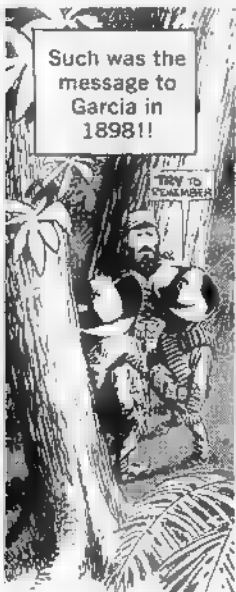
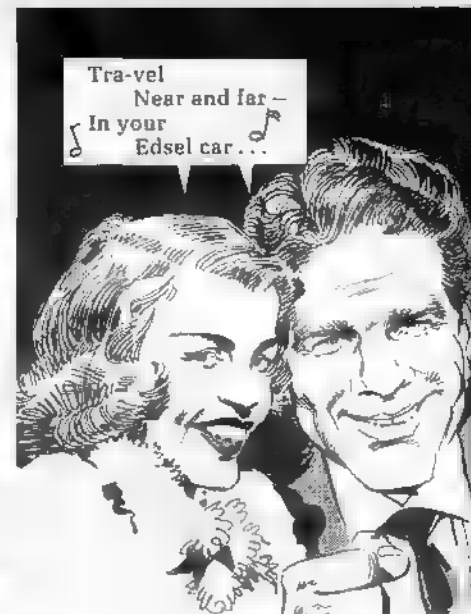
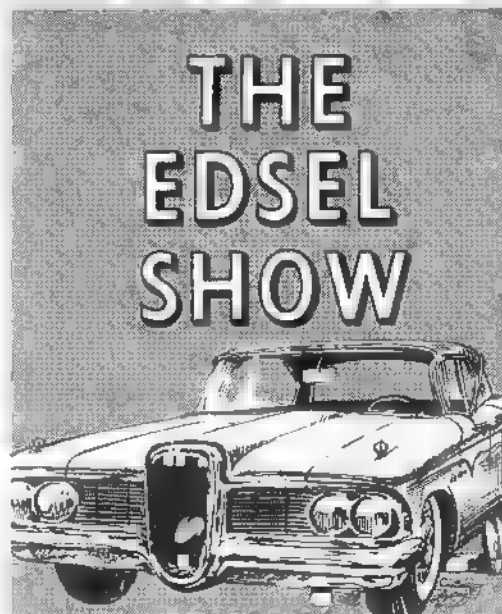
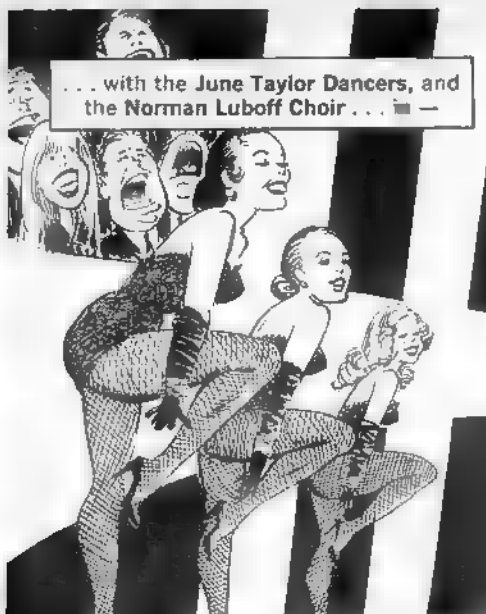


A NEW ADVENTURE SHOW



A NEW VARIETY SHOW





A NEW DOCUMENTARY SHOW

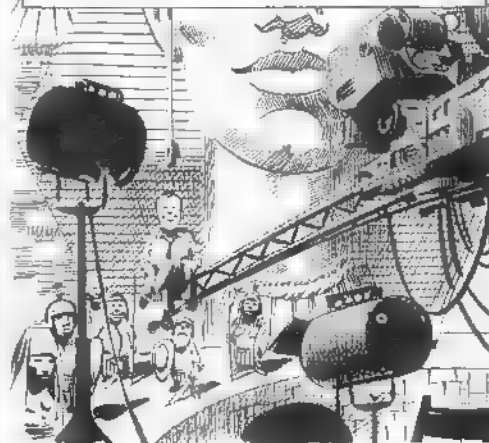
The ABC Network proudly presents a new weekly television series:

CAPTAINS OF INDUSTRY

Each week we will bring you famous leaders in the world of business, like **Roger Blough, Chairman of U. S. Steel**, who will discuss how his company co-operates with the government to keep prices down and stop inflation . . .

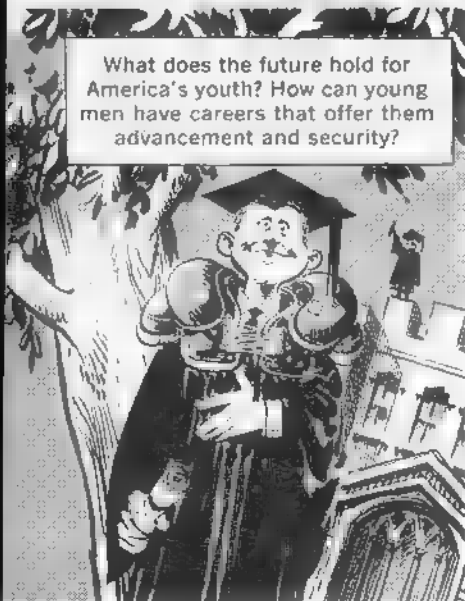


Joe Mankiewicz, Producer of "Cleopatra", who will explain how to make successful movies on a modest budget . . .



A NEW PUBLIC AFFAIRS SHOW

What does the future hold for America's youth? How can young men have careers that offer them advancement and security?



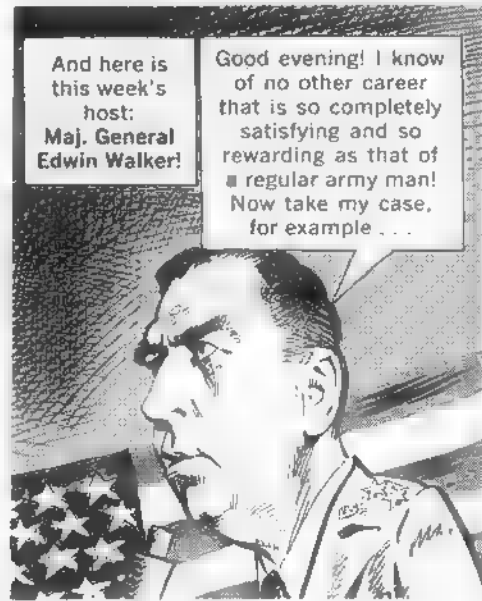
To answer these questions, the NBC Television Network presents:

THE ARMY IS MY CAREER



And here is this week's host:
Maj. General Edwin Walker!

Good evening! I know of no other career that is so completely satisfying and so rewarding as that of a regular army man! Now take my case, for example . . .



A NEW WOMAN'S DAYTIME SHOW

The CBS Television Network presents a new weekly afternoon TV show that lends credence to that old adage: "Behind every successful man there is a woman!" Here, then, is . . .

THE WOMAN BEHIND THE MAN

Today's woman finds her greatest challenge in striving to further her husband's career, and her greatest reward in her partner's undying gratitude. Here to tell us about this important role is our first guest of the series —

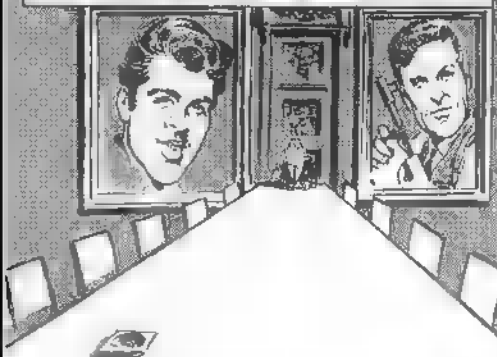


Mrs. Nelson A. Rockefeller!

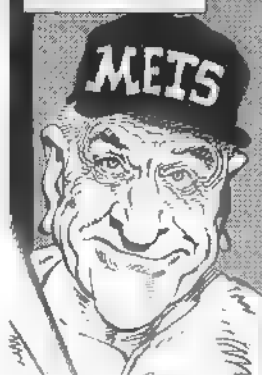
Thank you! The world of politics is a fascinating, ever-changing one — and as the wife of a politician, I . . .



Mr. Oliver Treyz, President of ABC, who will give his views on the importance of wholesome entertainment for small children on television . . .



Casey Stengel, Manager of Champions . . .



. . . and Edward M. Gilbert, President of E. L. Bruce . . .



Now, let's meet tonight's "Captain of Industry" — Mr. Billy Sol Estes—



A NEW SITUATION COMEDY

Morton's Kentucky Frozen Foods recaptures those carefree days of old Southern charm — when the world was young and the people gay — in its new weekly series:

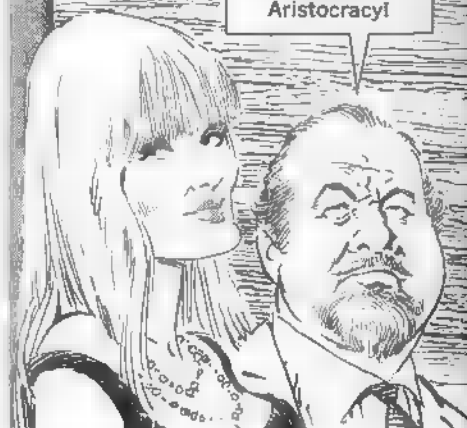
MY OLD KENTUCKY HOME

Come with us now to the stately Southern plantation of Colonel Artemus Beauregard, and let's enjoy the mischievous antics of Lulu Belle, the Colonel's spirited 18-year-old daughter . . .



— played by the star of our show: **MAY BRITT!**

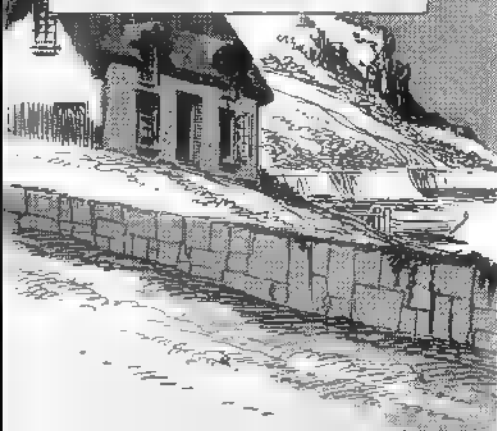
Lulu Belle! You mus' learn to behave yo'self! After all, you is Southern Aristocracy!



A NEW SHOW FOR THE BBC

Good evening! The BBC presents a new weekly program based on the culture of our own North Country.

In this peaceful cottage, simple pleasures and homespun joy reign!



In the true tradition of all English home-loving peoples, the BBC presents

WELSH SONGS of the HEARTH & HOME

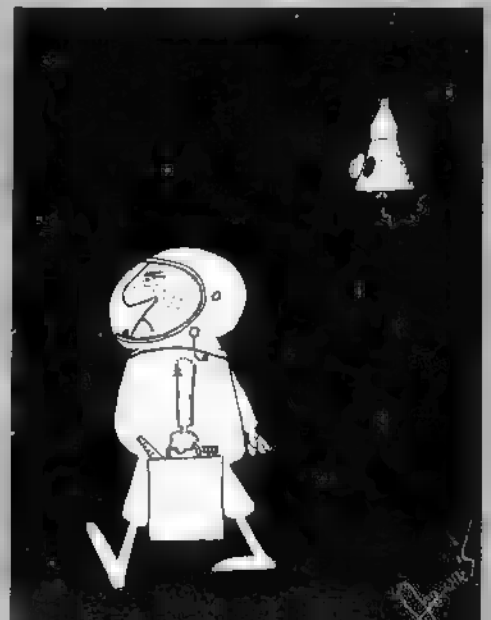
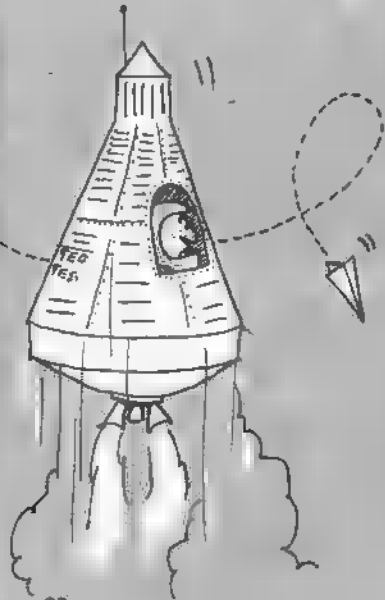
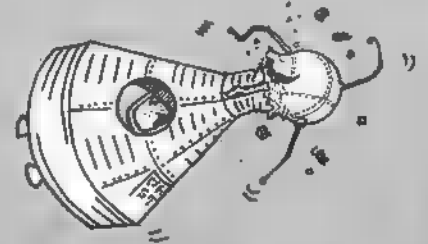
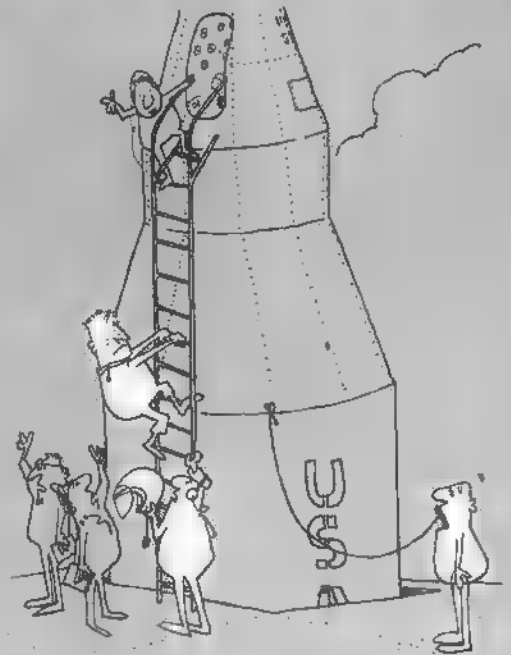


. . . and here is your host . . . **RICHARD BURTON** with his dear wife, Sybil — and his beloved children . . .



As Americans, one of our most admirable traits is the ability we have to laugh at ourselves and make light of serious matters. Even Cape Canaveral couldn't escape the humorous onslaughts directed its way by such comics

A MAD LOOK AT THE



as Nichols and May ("But, Mother—I was sending up Vanguard!"), Bill Dana ("I'm gonna cry a lot!"), Charlie Manna ("I'm not goin' without my crayons!"), etc. And so, in answer to many requests that we add our observations, here's

U.S. SPACE EFFORT

ARTIST & WRITER: SERGIO ARAGONES

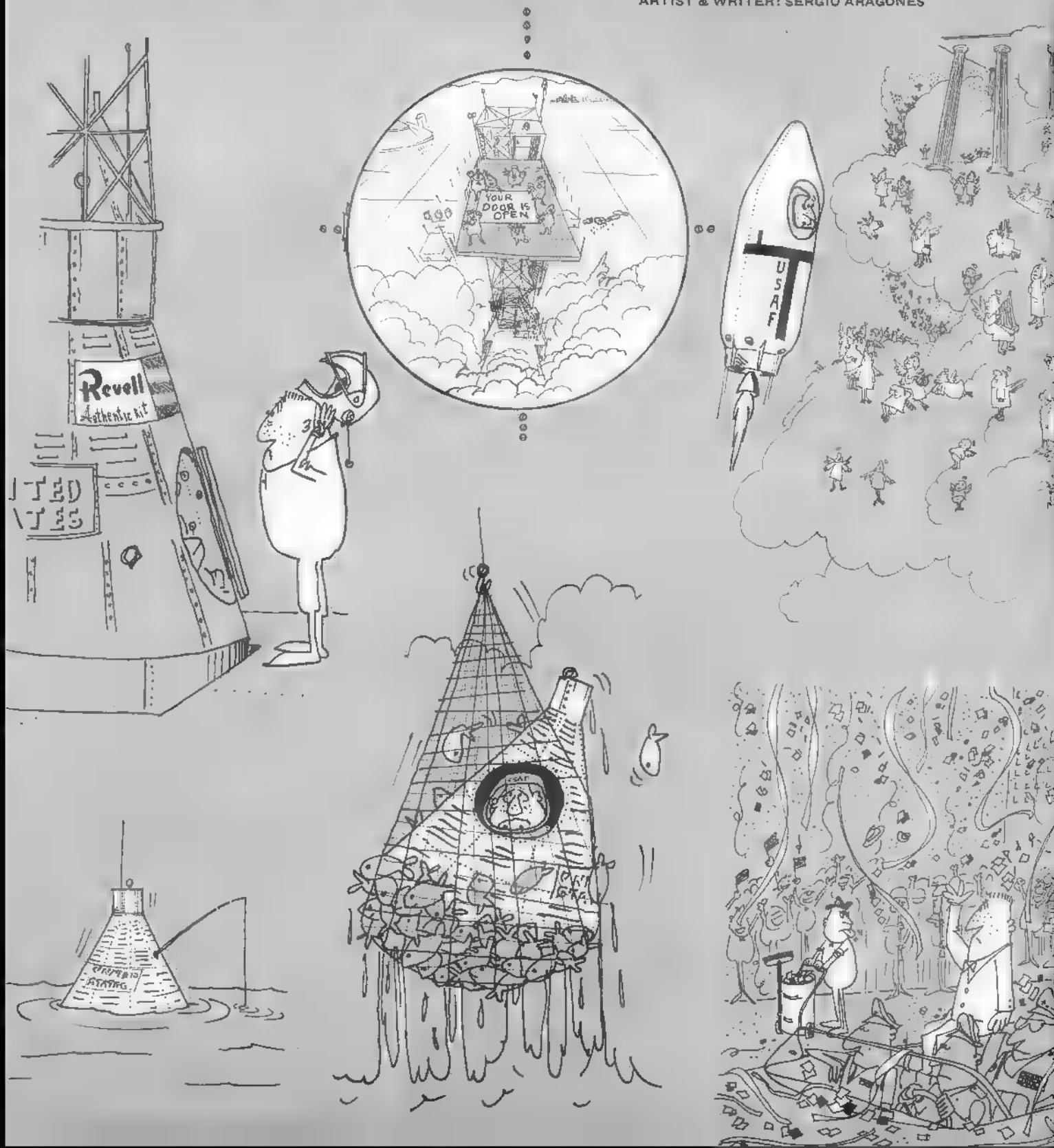


PHOTO-PLAY DEPT.

The next time you look at a newspaper picture, just remember one thing: Every newspaper has an editorial policy. Unfortunately, the policy is usually to give the readers sex and sensationalism. But sometimes there are other reasons for publishing a particular photo, like for instance it's a good chance to attack some public figure the publisher hates, or con-

SEEING ISN'T ALWAYS WHEN YOU LOOK AT

NEWSWORTHY "ARRIVAL" SHOTS ARE ALWAYS GOOD FOR CIRCULATION



Daily Bugle Photo No: 1 Comments:

Several luminaries arrived at N.Y. International Airport today. BOAC brought Dr. Albert Schweitzer, here to reveal his new-found cure for malaria, rated as the top medical achievement in the past five years.



Daily Bugle Photo No: 2 Comments:

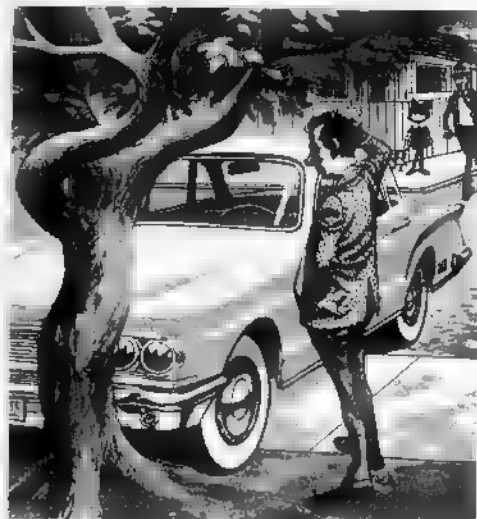
General Charles De Gaulle arrived on KLM flight #45. He will attend several testimonial dinners, confer with Maurice Chevalier, visit the French Embassy, make a speech, and take English lessons from Genevieve.



Daily Bugle Photo No: 3 Comments:

TWA brought Pulitzer-Prize-winning poet Robert Frost, who is en-route to Washington D.C. to donate his manuscripts to the Smithsonian, and then go to the White House and read nursery rhymes to Caroline Kennedy.

THE PAPER IS SEARCHING FOR TEAR-JERKING SENSATIONALISM



Daily Bugle Photo No: 1 Comments:

Car driven by Philo Gribbish is slightly dented after running into tree outside home of Mr. and Mrs. Sidney Witherspoon of this city.



Daily Bugle Photo No: 2 Comments:

Gribbish explains to passerby that he swerved to avoid hitting a pair of rollerskates, but ran over them anyway, and then struck the tree.



Daily Bugle Photo No: 3 Comments:

Holding one of the skates, Gribbish berates little Bobby Witherspoon, 5, for leaving the skates in the street, and causing his accident.

versely, to publicize someone the publisher would like to see get ahead. What the newspaper does, therefore, is to print photos that don't really tell the whole story. Which brings us to this article. When you study the following photographs (with accompanying comments) which were available and then see the one that was finally published, you'll understand why we say



WAYS BELIEVING

NEWSPAPER PHOTOS

ARTIST: WALLACE WOOD
WRITER: FRANK JACOBS

SO THEY SELECT THIS ONE



Daily Bugle Photo No: 4 Comments:

Gloria Quicklime arrived from the Khartoum Film Festival where she was named 4th best actress in a supporting role for her portrayal of a beach nymph in MGM's "The Bad Breath of Sidney Finsternisherman."



Daily Bugle Photo No: 5 Comments:

Soviet Premier Nikita Khrushchev arrived by Russian MIG en route to a speech before the U.N., a summit conference with President Kennedy, and another harangue with the State Dept. about getting into Disneyland.

LOOK WHO'S ARRIVED!



Today's featured arrival at N. Y.'s International Airport is starlet Gloria Quicklime, still radiant from her victory at the Khartoum Film Festival. Gloria sure adds a touch of class to the local scene.

SO IT PRINTS THIS PHOTO



Daily Bugle Photo No: 4 Comments:

Bobby yells back at Gribbish that he is now missing his other skate. Gribbish tells him it's most likely still under the car--to look for it.



Daily Bugle Photo No: 5 Comments:

While Bobby wriggles under car to find skate, Gribbish sadly mulls over damage to car and fact that his insurance lapsed week before.

GRIM AFTERMATH



"Tried to avoid accident, but swerved too late!" sobs motorist Philo Gribbish as he sadly fingers the rollerskate of five-year-old Bobby Witherspoon (lying under car). Gribbish's car went out of control in street outside boy's house.

THE PAPER HAS A GRUDGE AGAINST A POPULAR SINGER



Daily Bugle Photo No: 1 Comments:
Before entering plush El Humidor club with his wife, singer Billy Hamster buys bouquet of orchids from poor, needy flower-seller.



Daily Bugle Photo No: 2 Comments:
In lobby, Hamster is thanked by Boy Scout Leader for his \$25,000 personal check to aid the Over-Age Boy Scout Pension Fund drive.



Daily Bugle Photo No: 3 Comments:
At table, Hamster greets 3 clergymen who thank him for his support of inter-faith activities and his promotion of religious tolerance.

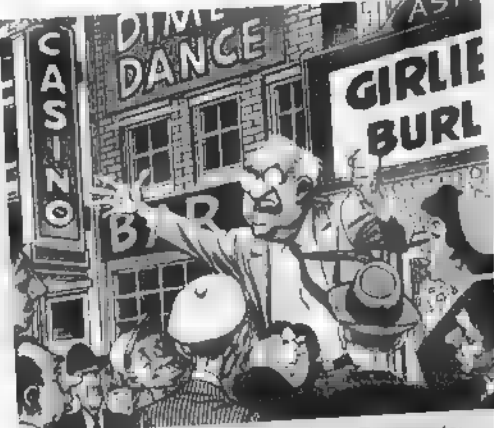
HERE ARE PHOTOS OF A POLITICIAN THE PAPER IS TRYING TO DEFEAT



Daily Bugle Photo No: 1 Comments:
Reform Candidate for Mayor, Harvey Elkligh begins his campaign with a sidewalk tour of city's downtown area, shaking hands with voters and giving his views on main issues.



Daily Bugle Photo No: 2 Comments:
Despite the heat, Elkligh moves along his route, stopping before a dry cleaning store to symbolically point up his dedication to cleaning up the corruption in our city.



Daily Bugle Photo No: 3 Comments:
He attacks vice, gambling, illegal sale of liquor, cheap dance-halls, the large number of bars, rigged pinball machines, etc. as both his temper and the temperature soars.

HERE ARE PHOTOS OF A POLITICIAN THE PAPER IS TRYING TO RE-ELECT



Daily Bugle Photo No: 1 Comments:
Mayor Frank Gafter starts off his re-election campaign by making the usual deals with local Party Bosses.



Daily Bugle Photo No: 2 Comments:
Continues busy re-election campaign schedule by conferring privately with Racketeers about needed funds.



Daily Bugle Photo No: 3 Comments:
Awards several municipal contracts to questionable Construction Firms to insure their loyalty and support.



Daily Bugle Photo No: 4 Comments:
While his wife freshens up in the Ladies' Room, Hamster obliges the couple at the next table who have asked him to autograph their menu.



Daily Bugle Photo No: 5 Comments:
Alone at last, and oblivious to everyone around, Hamster and his lovely wife exchange soft words and knowing looks of two people in love.

Hamster "Plays" Off-Key When He's Not Singing Off-Key



Singer Billy (But, I'm happily married, I tell you!) Hamster nestles up to an unidentified admirer in the Goldfish Room of the plush EL HUMIDOR CLUB.

AND HERE'S THE ONE THEY PRINTED



Daily Bugle Photo No: 4 Comments:
Elkblight pauses for breath, removes coat and loosens collar as temperature hits 90°. "This is nothing compared to how hot I'm making it for my opponent!" he quips slyly.



Daily Bugle Photo No: 5 Comments:
Candidate Elkblight ends sidewalk tour by stating that a vote for him is a vote for sane, clean, upright, honest City Government. As crowds cheer him, his prospects look good.

CANDIDATE FOR MAYOR IS CAUGHT OFF-GUARD



Harvey Elkblight, candidate for Mayor, was caught by our alert photographer in an unguarded moment outside a bar today. Looks like the Reform Candidate may need to do some reforming himself.

SO IT DOESN'T PRINT ANY OF THEM BUT PULLS OUT A MORGUE SHOT FROM 1948



Daily Bugle Photo No: 4 Comments:
Holds meeting with assorted Civic Groups and makes promises that he has no intention of keeping at all.



Daily Bugle Photo No: 5 Comments:
Ends his campaign with his one and only public appearance at a super market where he kisses 795 babies.

Mayor Confident Of Victory

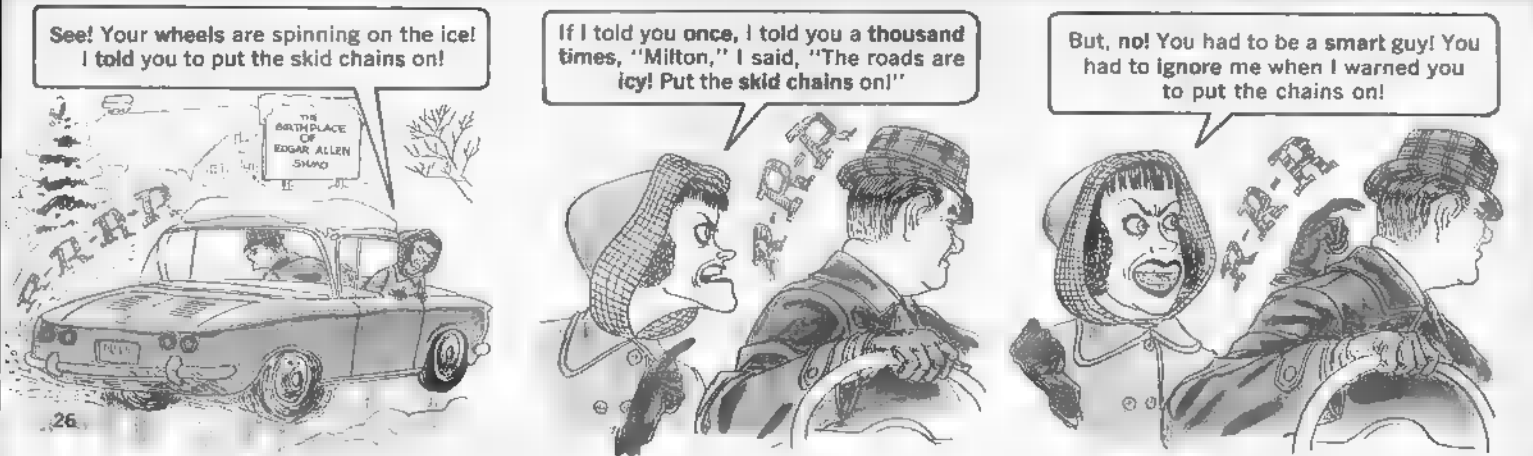


Handsome and popular Frank Graftor, Incumbent Mayor seeking re-election, poses confidently for photographers. "The people will return me to office to continue serving them!" he smiled.

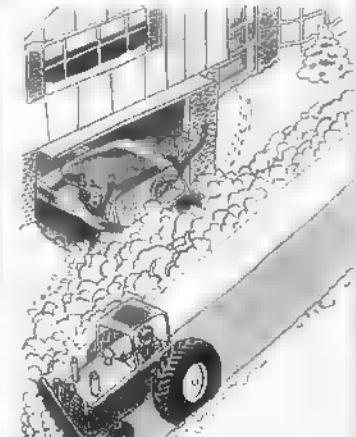
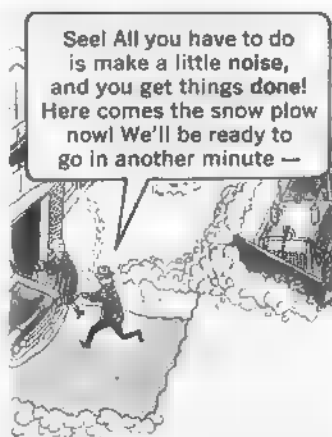
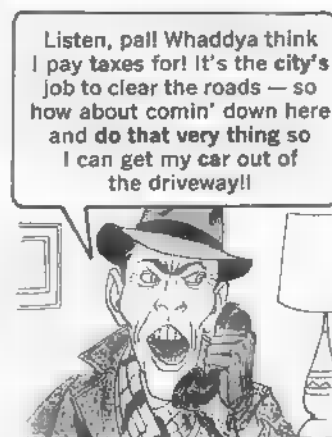
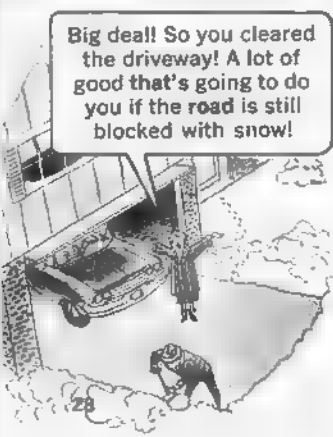
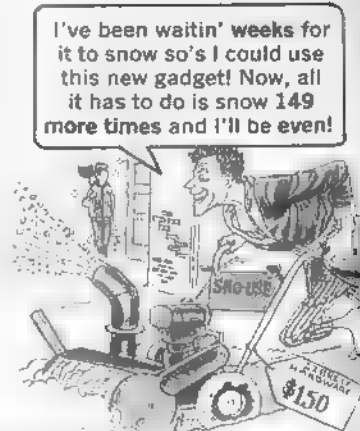
Chestnuts roasting on an open fire, Jack Frost nipping at our nose . . . Yep, that frigid season is almost upon us. So, ■ a special service to all our readers, MAD presents the following feature guaranteed to warm the heart . . . and the hands as well . . . mainly if you put a match to it before you read it. Or better still, use a "lighter" on —

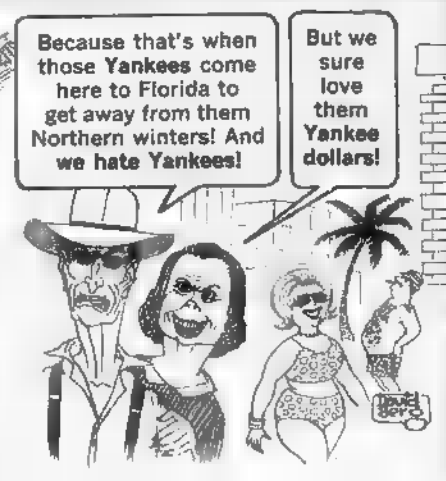
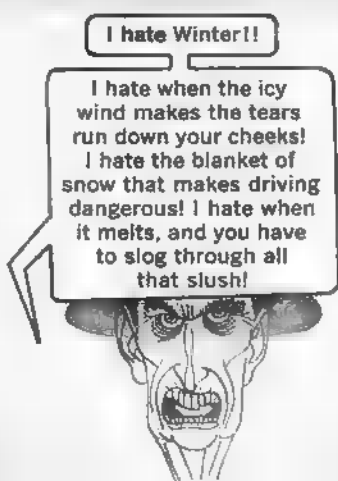
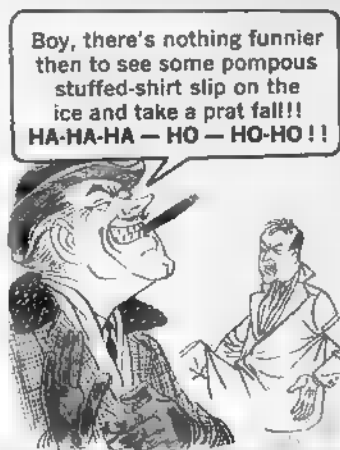
THE LIGHTER SIDE OF WINTER

WRITER & ARTIST: DAVID BERG









The results of recent physical fitness tests proved that the youth of America is in pretty sad shape. We could've proved that without those tests since we know the kind of junk it reads, like this magazine f'rinstance. Anyway, it was shown that teenagers in this country trailed those of other nations in almost every aspect of physical fit-

MODERN TEE

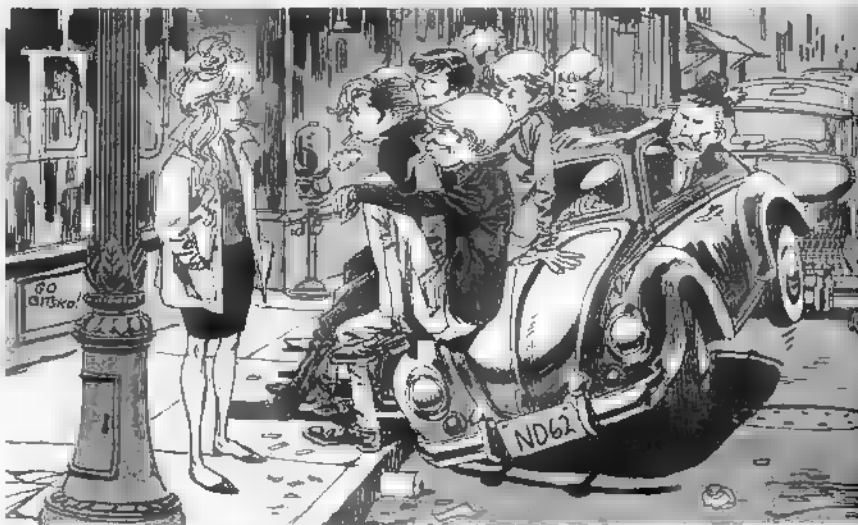


HAIR SETTING

In the past, in order to spend hours in front of a mirror setting hair, you had to be either a girl, or a toupee maker, or else you were a "sissy," and run off the block. Today, it's a big thing for fellows to take an interest in hairdos, working up odd, unusual styles like the Sal Mineo "curl," the Fabian "wave," the Jack Kennedy "bush" and the Van Cliburn "ecch." One N.Y. teenager walks around in curlers. It doesn't impress girls—but it **does** keep him out of the army!

CAR LEANING

A shade lazier than just "Standing On The Corner," this has become a leading outdoor activity. Leaning on cars four weekday evenings and all day Saturday seems to be average. The usual number is three boys per car. Once, nine boys leaned on a large car as a gag, but the owner of the Hearse chased them away. Amusing results are obtained when six-footers lean on Volkswagens. Even more amusing results are obtained when cars drive off without a warning to leaners.



PARTY CRASHING

This is a perennial favorite, indulged in by teenagers who can't get dates or who don't feel like "car leaning" on a particular evening. As a precautionary measure, it is best to know in advance just **what** kind of party you're crashing. Recently, some party crashers ran into a streak of bad luck when they crashed in succession: A "Surprise Party" for Rocky Graziano, a Philadelphia Eagles victory supper, and a P.T.A. tea-dance.



ness. The results were termed "shocking." But actually there's no reason to be shocked. All one has to do is study just what teenagers do to account for these results. Today's youth has cast aside muscle-building sports like Baseball, Football, Punchball and Horseshoe Pitching, and has replaced them with "softer" activities like the following

TEENAGE SPORTS



ARTIST: GEORGE WOODBRIDGE WRITER: ARNIE KOGEN

SHOULDER PUNCHING

One of the more "active sports," this activity involves some physical effort. Shoulder punching is the new way to say "Hello." It has replaced the hand shake, the back slap and the light tap across the chin. When a friend approaches, the teenager says, "Howya doin', Phil?," and punches him in the shoulder. Many boys have adopted this method as the "sheik" way of saying goodnight to a blind date. Instead of kissing her, they punch her on the shoulder. Good for plenty laughs.

BALCONY CAVORTING

"Movie Balcony Necking," although still with us, has been slowly overtaken by good-natured boisterous carryings-on whenever teenagers without dates gather up there. Most popular of these activities are: laughing at the wrong parts of the movie, hysterically cheering the cartoon, stamping and whistling when there are technical difficulties with the film, and of course that all-time favorite: running out side exits, leaving them open for light to stream in.



WINDOW SHOUTING

Six or eight guys pile in a car and go cruising down the main street. The one sitting in the front on the right (who is usually the best "make-out") becomes the "Window Man." He leans out as they pass females, and shouts clever, daring pick-up phrases like "Say, aren't you Doc Finster's daughter?," "Wanna lift?," "Hubba-hubba!" and "Man, I go ape over freckles!" Then they go and shout these same clever phrases at women under 40!



STRAW WRAPPER BLOWING

This activity has steadily increased in popularity over the years until now it is considered the "thing to do" when in restaurants. Participation in it is at its greatest, however, in school lunchrooms throughout the nation. Involves tearing off end of straw wrapper, then blowing it in someone's face—a nearby girl, ■ waitress, or a stranger at the next table. Usually results in hysterical laughter, and ■ punch in the mouth.



FREELADING

A sport mastered by many teenagers, the idea being to secure as many free meals and services as long as possible, without anyone getting wise. Freeloading at ■ date's home is most common. If folks begin supper without inviting teenager, he drops hints that he's hungry—like offering to pay for one of their sandwiches or saying "Boy, that looks good! Do you mind if I dig in?", pointing to the dog's dish. Prepares teenagers for marriage, when freeloading is necessary.

KNUCKLE CRACKING

This sport regained prominence several years back when everyone was doing Ed Sullivan imitations. Teenagers find it ■ simple way to kill five or six hours on ■ Saturday night when there is nothing else to do. It is also helpful during trying, anxious moments like taking an exam, or proposing marriage, or even writing this article. When ■ youngster is discovered doing knuckle cracking by his parent, it usually results in wrist slapping (see: "Modern Adult Sports").



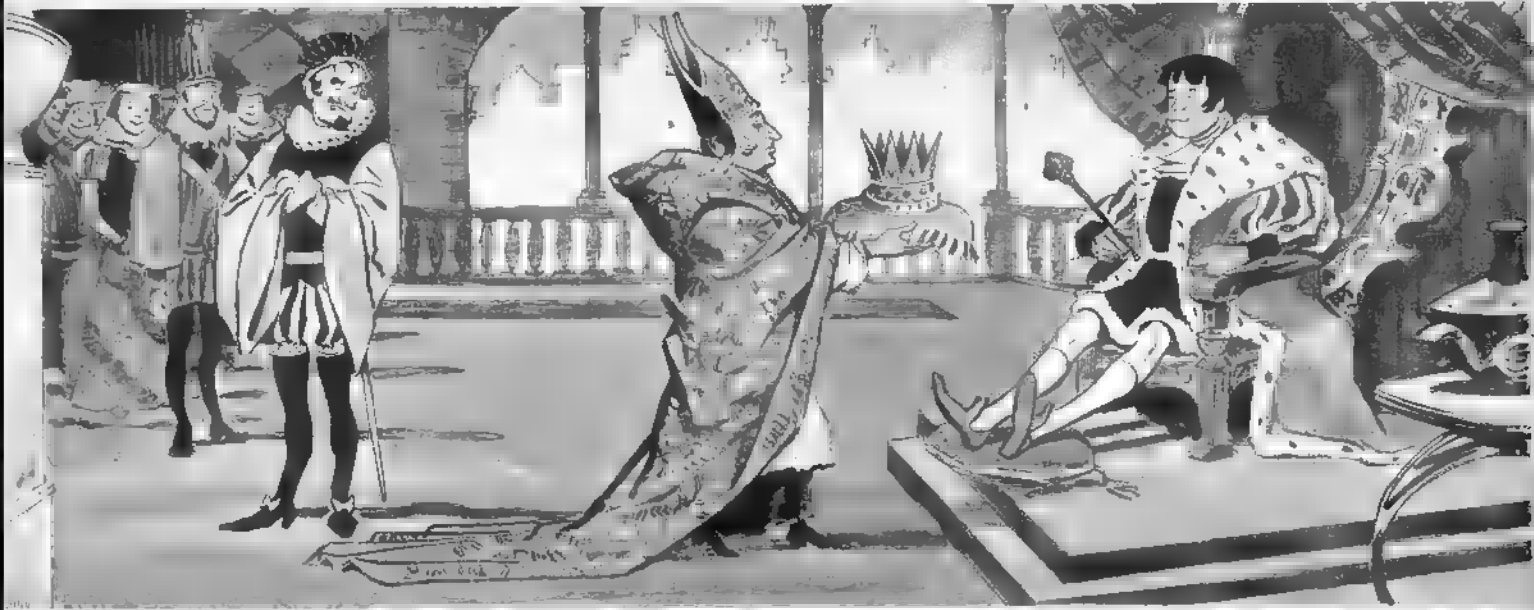
TWIST WATCHING

While 1% of teenagers actually dance the "Twist," 99% watch. Watching TV Dance Parties has become the teenager's number one sport. Not only the "Twist," but other dances like the "Fly," "Slop," "Stroll," "Mashed Potatoes," and "Two Fat Girls Dancing Together" are pretty exciting to watch. It may even lead to foot tapping on the part of the viewer. Heavy foot tapping combined with dial twisting can bring on teenage fatigue.





THE ASSASSINATION



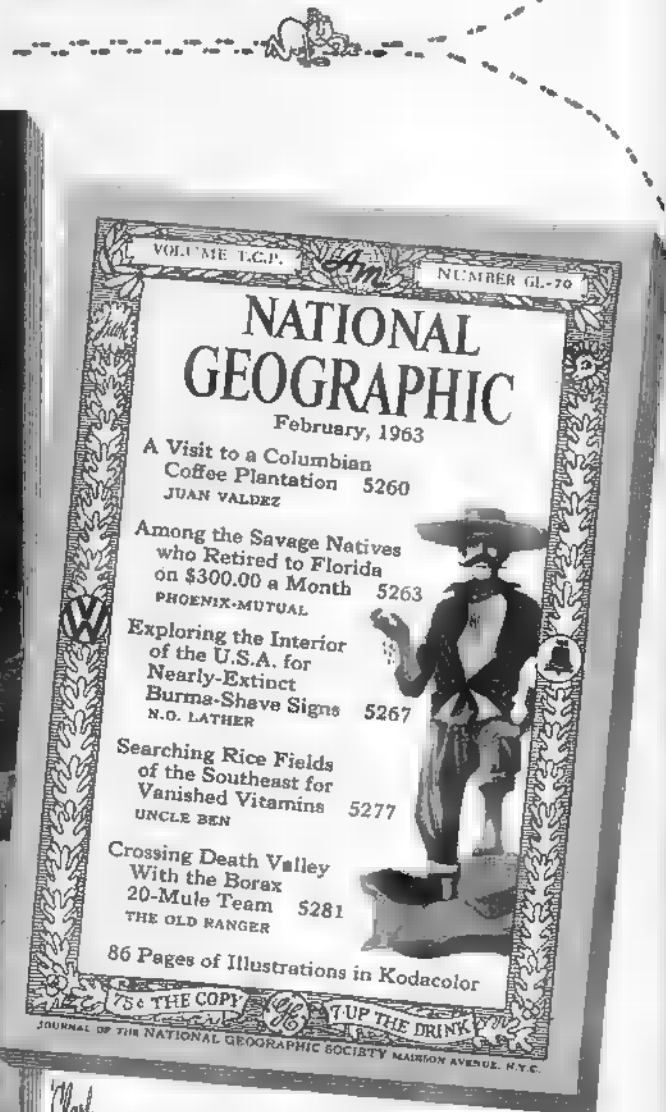
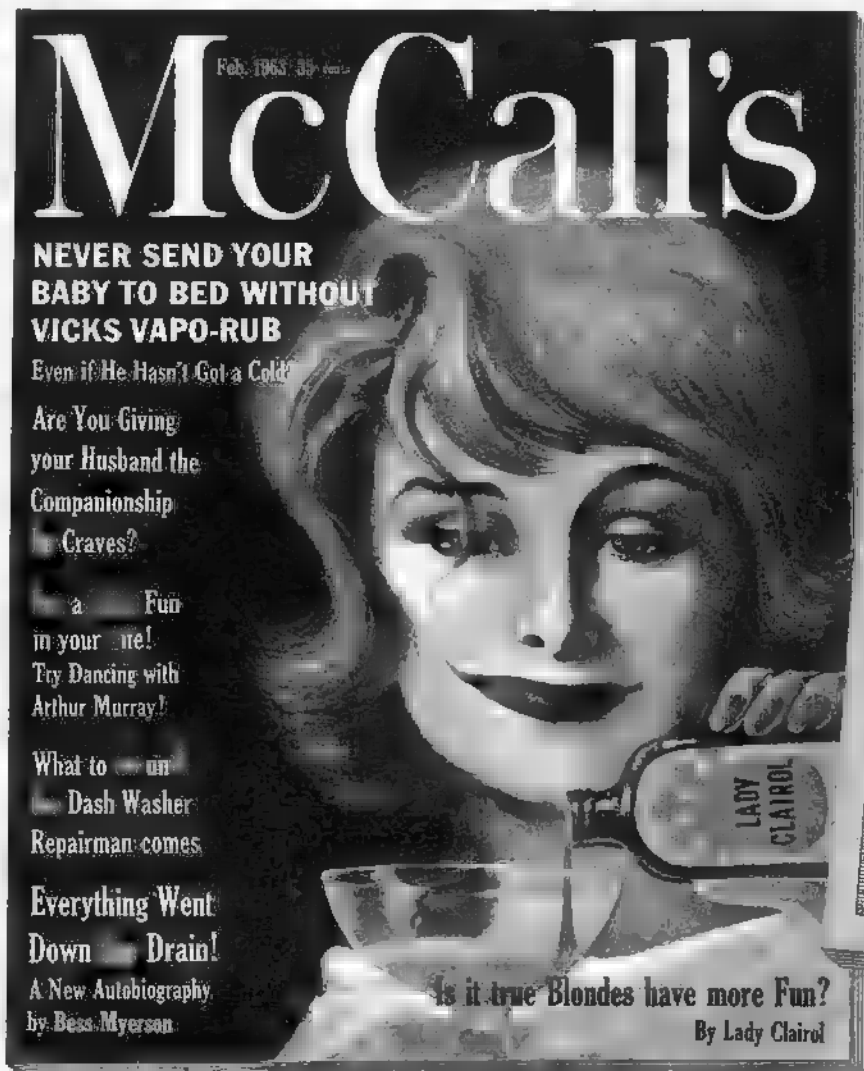
ARTIST: JOE ORLANDO



Take a look through the top magazines today and what do you see? Ads—ads—ads! That's what you see! Magazines are so full of advertisements today, there's hardly any room left for articles and stuff. And that's because magazines are almost entirely dependent on revenue from Madison Avenue to stay in business. Now . . . with publishing costs getting higher, and an increase in Postal Rates threatening, we figure it won't be long before we'll see the day . . .

WHEN ADVERTISING TAKES OVER MAGAZINES COMPLETELY

ARTIST: BOB CLARKE



True Story

The Truth About
MY SIN
by Fanny Lanvin

HE PROMISED ME EVERYTHING
(But all I got was Arpege)

I THOUGHT "KLOPMAN" WAS A MAN TO LEAN ON!

THAT RAT AT CHASE MANHATTAN TOLD ME HE WAS MY FRIEND!

I LET ROMANCE FADE — FADE — FADE AWAY
(When I Breathed on my Boyfriend's Face)

FEB 1963 25c

THE NIGHT MY DEODORANT FAILED



PLAYBOY
ENTERTAINMENT FOR MEN FEBRUARY 60 cents

HOW TO TELL DOES SHE—OR DOESN'T SHE?
—Without Being a Hairdresser!

LIKE YOUR PLEASURE BIG?
See this Month's Foldout

Entertainment—GETTING THERE IS HALF THE FUN!

KNOW THE REAL JOY OF GOOD LIVING
A Tour of Milwaukee Beer Halls
—By Schlitz

SPECIAL 8 PAGE COLOR SECTION
"It's What's Up Front That Counts!"

FICTION BY ROBERT HALL — PHILIP MORRIS — LORD CALVERT
MAX FACTOR — CHARLES ANTELL — HART, SCHAFFNER AND MARK



"I CALL ON TAB HUNTER" by an Avon Representative

modern screen

LIZ TAYLOR
The Girl With The Maybeline Eyes

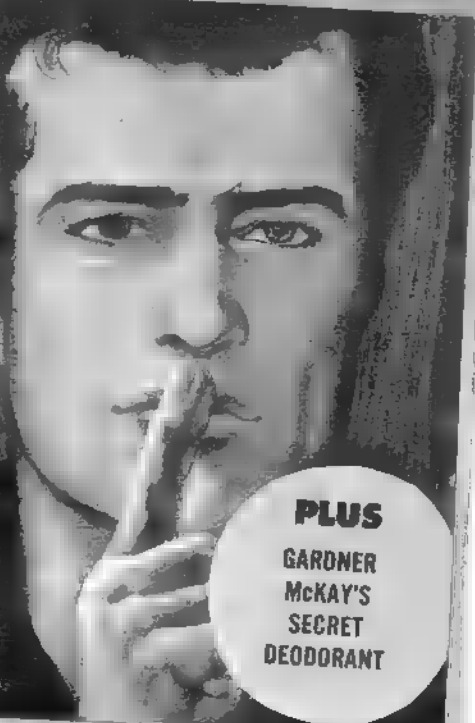
FRANK SINATRA
The Man Who Thinks For Himself

"A DIAMOND IS FOREVER"
by Carol Channing

AN "S.O.S." FROM MOLLY GOLDBERG

What Does Frankie Avalon Do For An Upset Stomach?

PLUS
GARDNER MCKAY'S SECRET DEODORANT



THE MAN'S MAGAZINE 35c FEBRUARY 1963

TRUE

I Carried More Than \$50 In Cash (And Lived!)


My Ten Days of Agony With TIED BLOOD

SPECIAL COLOR PHOTO SECTION
18 Bloody Auto Accidents by Liberty Mutual

I KICKED THE HOT CIGARETTE HABIT

MY CLOSEST SHAVES (While Skindiving)

A Night of Terror in the Valley of the Green Giant



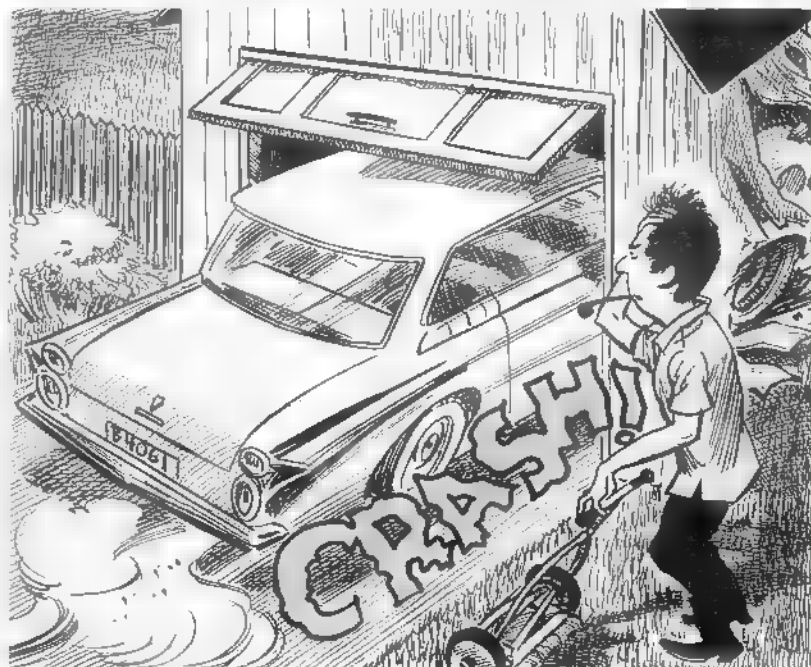
MOTHER, IS THIS INVENTION A NECESSITY? DEPT.

We read a lot about "Family Living" and "Togetherness" in the *Women's Magazines* these days. (We read a lot about *another* kind of living in the *Men's Magazines* these days, but that's a different article, and we don't feel like getting arrested!) Anyway, while the *Women's Magazines* extoll the delights of

MAD'S MODERN AIDS

IRRITATION: Garage Gashing

If Mom's penchant for hitting the garage with the family car piles up repairs for wrinkled fenders that drive Dad close to strangling his spouse . . .



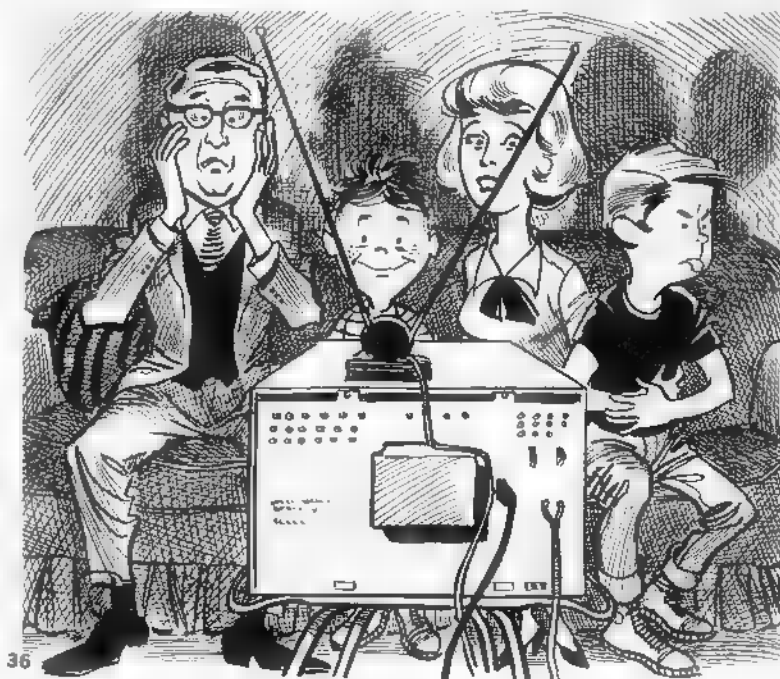
... We recommend installing . . .

THE PLAYTEX LIVING GARAGE



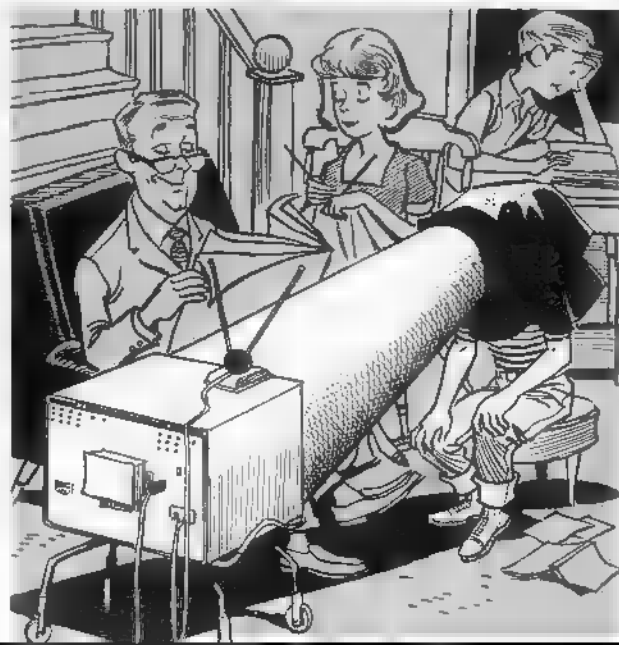
IRRITATION: Video Vexation

In every family, there's one person who loves a TV program that no one else can stand. If so . . .



... The non-conforming viewer can indulge his stubborn whim to his heart's content by installing to the front of the television set this light-proof, sound-proof . . .

PRIVATE TV TUNNEL



domesticity, they rarely mention the irritations that can sometimes make home life miserable! And so, as ■ Public Service, we herewith direct the attentions of the nation's gadget manufacturers to these visionary devices, all designed to make for more harmonious households. In other words, we now present

TO HAPPIER LIVING

ARTIST: JOE ORLANDO

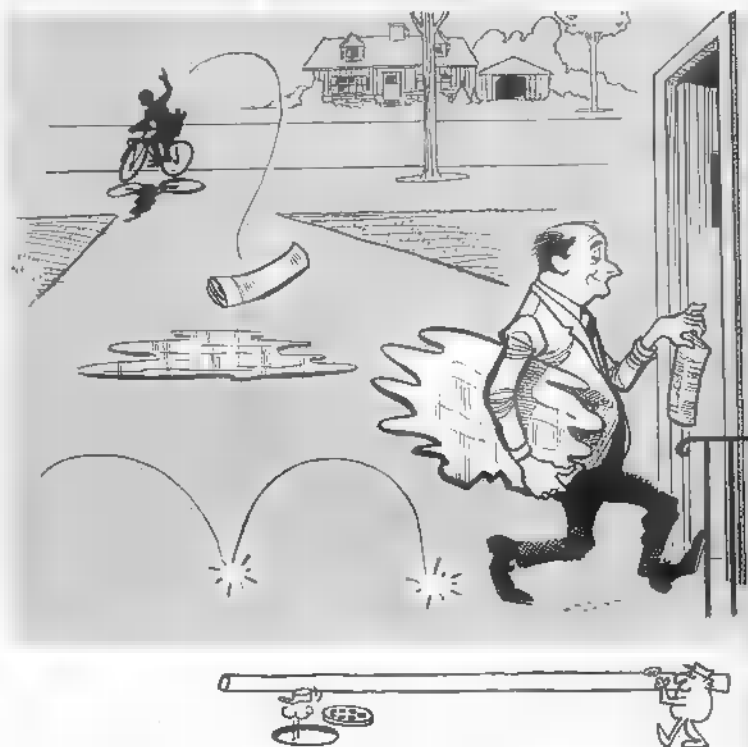
WRITER: DON REILLY

IRRITATION: *Fink Paper Boy*

If your paper boy always takes deadly aim at a puddle whenever he can . . .

. . . You can insure yourself a dry paper every time by using this . . .

FAKE PLASTIC RAIN PUDDLE

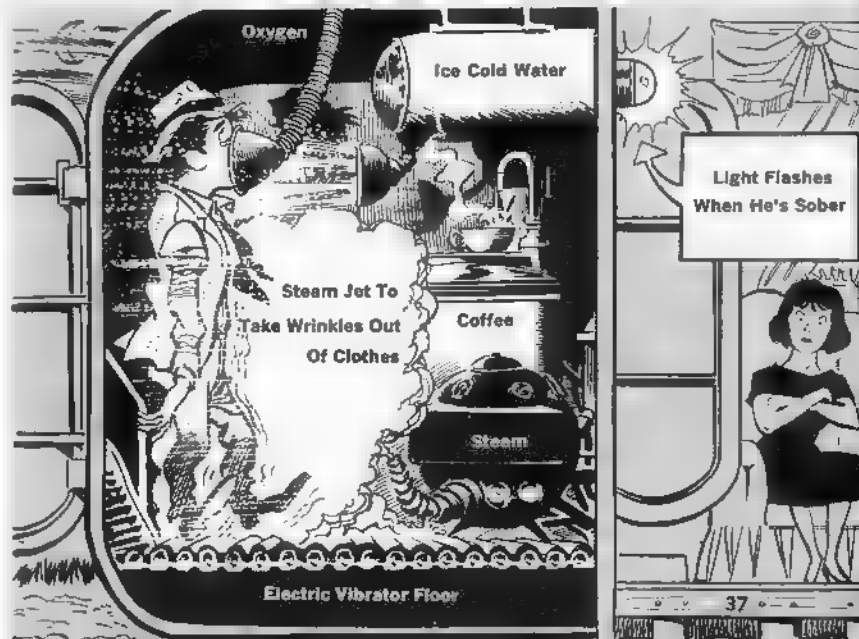
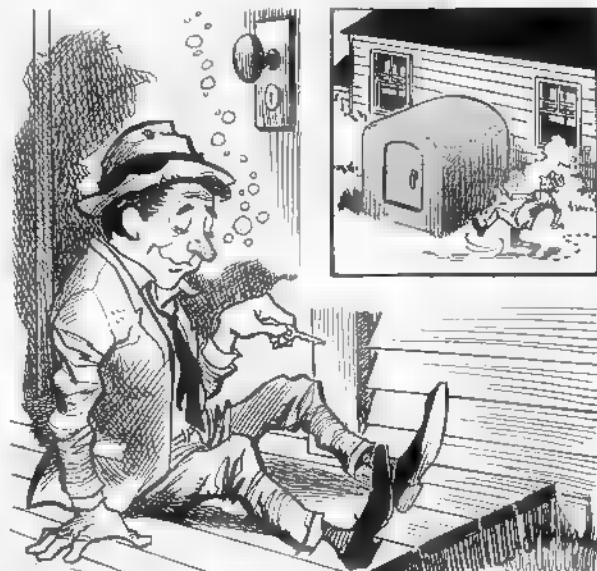


IRRITATION: *Fried Father*

If the man of the house comes home in disgraceful shape when he has a wild night out with the boys . . .

. . . This device will make him fit to face the family again. It's called . . .

DADDY'S DRUNK TANK



IRRITATION: Icky Sticky Goo

If feeding the baby is a horribly messy and emotionally trying time for Mom ...



... This simple device will hold both tempers and cleaning bills down. It's

THE MOTHER & BABY FEEDING PONCHO



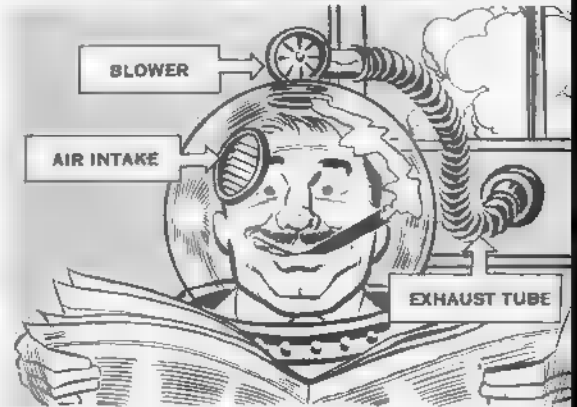
IRRITATION: Tobacco Tension

After a long, hard day, Dad is certainly entitled to relax with a good cigar. If, however, his family can't stomach it ...



... He could have his smoke and still keep his dependents happy by using ...

THE STOGIE SPACE HELMET



IRRITATION: Morning Animosity

If Mom and Dad both look awful in the morning, and are getting sick of the sight of one another ...



... They can show each other their sunniest smiles each morning with ...

BREAKFAST TABLE PHOTO PLACARDS



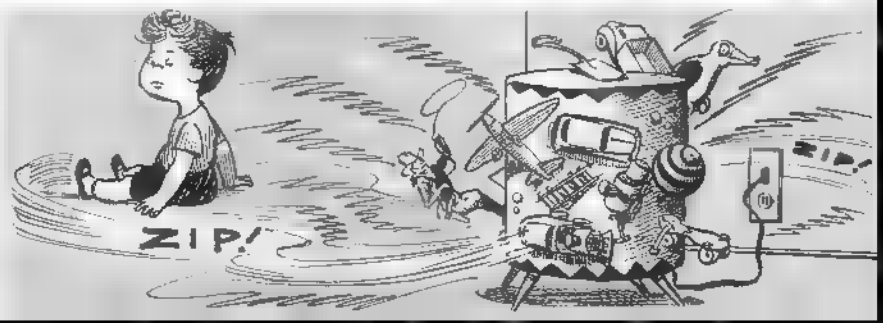
IRRITATION: Plethora of Playthings

If Mom can't stand it when children's toys are constantly underfoot ...



... Equip the playroom with all-metal toys, and this ingenious high-powered gadget that snatches up any item not actually clenched in a little fist ...

THE ELECTRO-MAGNETIC TOY CADDY



Following is the first and last installment of an exciting new series of one article dealing with courageous, enterprising businessmen who are succeeding in the face of seemingly insurmountable odds. Join us as we introduce you to

MAD'S "MOVIE THEATER OWNER OF THE YEAR"

ARTIST: JACK RICKARD

WRITER: LARRY SIEGEL

This is Irving Mulet, MAD'S "Movie Theater Owner of the Year!"
Mr. Mulet, I'm columnist Dorothy Killfith. I'm on a special assignment with MAD to do a story on you . . . the angle being: With so many movie theaters closing and owners going bankrupt because of TV, how come you've been making a fortune?

I'd be very happy to show you around and give you my success story. Miss Killfith. Incidentally, I'm delighted that you're writing for MAD now. That's a very funny magazine, and to me you've always been one of the world's funniest columnists — especially when you write seriously about Hollywood and the Stars!



**NOW PLAYING
RECOMMENDED
FOR ADULTS ONLY!**

One man's lust!
One woman's
passion!
One couple's plunge into the
fiery depths of love and desire
and hoo-hah dirt!

First of all, the idea is to lure customers into the theater with eye-catching posters — preferably ones with pictures and copy that have nothing to do with the movie!

I see! Say, those are some posters you have! Tell me, what picture is playing today?

Walt Disney's
"Marvin, The
Friendly Whale!"

TODAY



How ingenious! But I'm a bit confused! If you're showing a Disney movie, you want to get the kids into the theater! Why does it say "Recommended For Adults Only?"

Ha! Ha! That's what really gets the kids in! No youngster can resist that sign! Don't forget, I don't say "Absolutely For Adults Only!" I say "Recommended For Adults Only!" Actually, I'll let anybody in! You should see the turnout of kids I get for a Brigitte Bardot picture! Now, let's go to the ticket window —

One of the tricks of a successful theater owner is to know when to change admission prices! Now watch an expert in action!

Listen, Bernice! For the last time — I don't want to see a Walt Disney picture! I've had it up to here with those cute little animals and ... gulp!

Holy cow! Look at that poster!



Two! Give me two, please!

Sorry, sir! The prices always change promptly at 11 minutes and 19 seconds after 8:00 ...



Irving Mulct is a fink!

Irving Mulct is corrupting our youth!



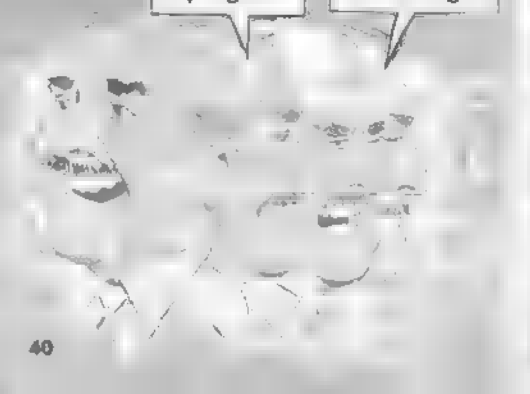
Oh, dear! I notice your theater is being picketed! This is going to cost you plenty!



Plenty is right! Three bucks an hour for each picket! But it's worth it! I get 500 extra patrons a day with this gimmick! Everybody likes to see something he thinks he shouldn't see! Shall we go into the lobby now ...?

Merton! Hold that sign up higher!

Sidney, you're not cursing me loud enough!



How about some candy, Bernice?

I'll have a small chocolate bar, Clyde!

Now, Miss Killfifth, I'll show you my biggest profit-maker, the candy counter! Notice that girl asked for a small chocolate bar ...



Sorry, sir! This is the smallest chocolate bar sold in American movie theater lobbies! That will be \$3.50 ...

Er ... Can I pay for it by check?





It's a pleasure to crack up your car when you know the gang over at "Myron's Garage" is waiting to serve you!

One of the advantages of going to the movies is that people don't have to sit home in front of TV sets watching irritating free commercials. Here they watch irritating commercials which they pay me to see. You have to admit this is much more democratic!

MYRON'S GARAGE

VISIT MYRON'S GARAGE on South Main Street

You're absolutely right, Mr. Mulct! Whew—say, it's stifling in here! I don't understand! Your sign outside said "Completely Air-Conditioned"!

Actually, it's the lobby that is completely air-conditioned, Miss Killfifth! The inside of the theater is only partly air-conditioned! In other words, I throw the conditioner on in there for about three minutes a day! You'd be surprised how many colds I save patrons that way! I also save \$200 a week in electricity!

And it doesn't exactly hurt my soda dispensing machine business! Especially with this "Out Of Order" sign on the water fountain!

How long has that "Out Of Order" sign been on the water fountain, Mr. Mulct?

Hmmm! Let's see! I think on next Wednesday it'll be six years!

OUT OF ORDER

KOOLA KOLA 55¢

This is my telephone program information set-up. Using this recording machine, I save \$90 a week by not having to hire a girl to answer phone calls. Listen, here's a call now!

Hello, what's playing today, please?

Greetings from the Taj Mahal Theater. This is a recorded announcement. Today we are showing "Marvin The Friendly Whale." The feature goes on at 2:00; 4:00; 6:00; 8:00; and 10:00 PM. For further information call ZQ 6-5899.

Oh, here's another call...

Hello, my little boy Bertram left for your theater seven hours ago and he hasn't come back...

Greetings from the Taj Mahal Theater. This is a recorded announcement—

Could you look for him? He's wearing a blue cap and was carrying 19 salami sandwiches!

Today, we are showing "Marvin The Friendly Whale." The feature goes on at 2:00—

I'm going out of my mind with worry. I'm locked out. My roast is burning. And Bertram has the only key—

6:00; 8:00; and 10:00 PM. For further information, call ZQ-6-5899.

ZQ-6-5899? All right! I'll try that number! Oh, I'm going insane—

You know, Mr. Mulct! I **always** wondered what happens when you call that other number for further information!

We'll see what happens right now! Here's that woman's call . . .

Hello, is this ZQ-6-5899? Look, my little son Bertram is lost and I—

Greetings from the Taj Mahal Theater. This is a recorded announcement. For program and time information, call ZQ-6-1000.



Oh, here comes Frank with the latest bunch of travel shorts. I always show travel shorts in my theater. They're educational, informative, and mainly I get them free from various publicity offices! What have you got for me this time, Frank?

I've got "Fishing For Herring Off Madagascar With The Swiss Navy"; "Roller Skating Through Mozambique"; "Lady-Bug Hunting In Passaic, New Jersey" and "The Ring-O-Leavio Champions of Guatemala". . .



Is there anything else you'd like to see, Miss Killfifth?

IMMEDIATE SEATING INSIDE, FOLKS!!

Any other information I can give you . . . ?

NO WAITING FOR SEATS, FOLKS!



Mr. Mulct! I didn't see any empty seats inside the theater! Why do you say there is immediate seating?

There are always available seats! Come with me as I escort this couple—



Mr. Mulct! You should have **told** these people that the seats were in the first row!

What?—And ruin the beautiful kickback deal I got with the town optometrist? I've sent him 312 customers this past month alone. Unfortunately, seventeen of them got to him a little bit too late. Perhaps you've seen them . . . selling pencils on Main St.?

EXIT



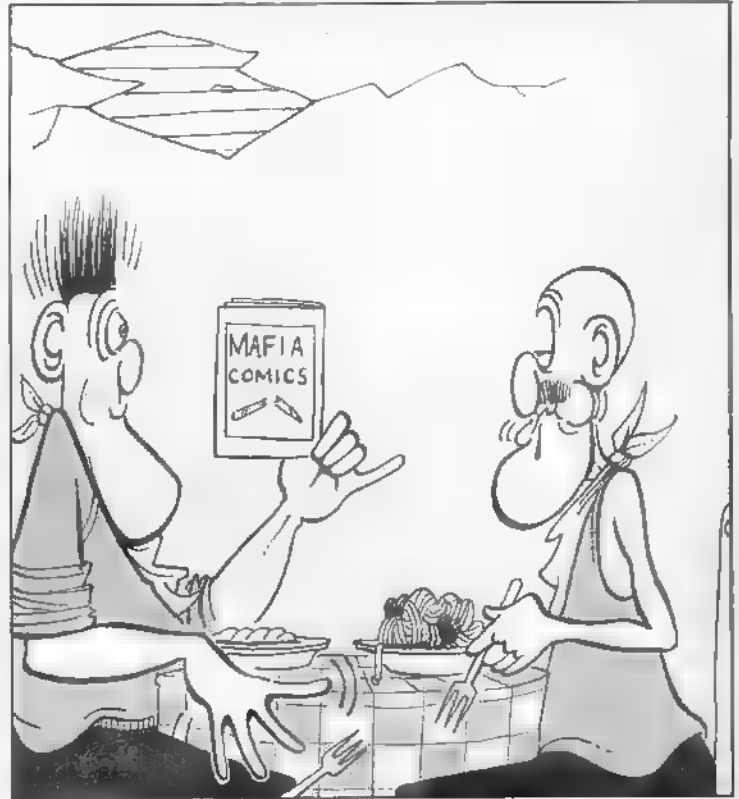
Well, thank you for a wonderful interview, Mr. Mulct. It's obvious that no matter how popular TV is, the movie theater business will never die!

Thank you, Miss Killfifth. Oh—say! Before you leave, perhaps you'd like to stop in at my "Lost and Found" room. I'm having a special Clearance Sale just for my friends this week. I've got a dandy ladies' watch that I'll let you have for \$25—and a wonderful necklace which I've marked down to \$65—and a fine selection of umbrellas, left shoes, wallets—



Finding a waiter's thumb in your soup isn't half as bad as discovering a "black hand" in it, which happened to Don Martin—along with this episode—

IN A SICILIAN RESTAURANT



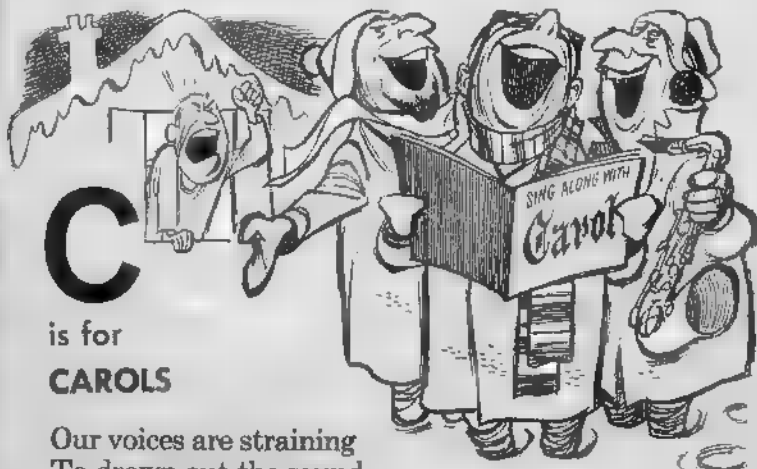
YULE-O-GEE DEPT.

Once upon a time, the Christmas Season used to delight kids. Now it only confuses them! Today, there's a Santa Claus in every Department Store, TV commercials bombard youngsters with the delights of the Toy Companies' latest creations, newspaper ads warn Mom and Pop to do their Christmas shopping early, and the only bells that jingle are the ones on cash registers around town! So, to avoid any future traumatic experiences, we would like to set the current crop of kids straight... mainly by offering...



A
is for
ADS

Which implore us to buy;
They ring in the Season
In early July!



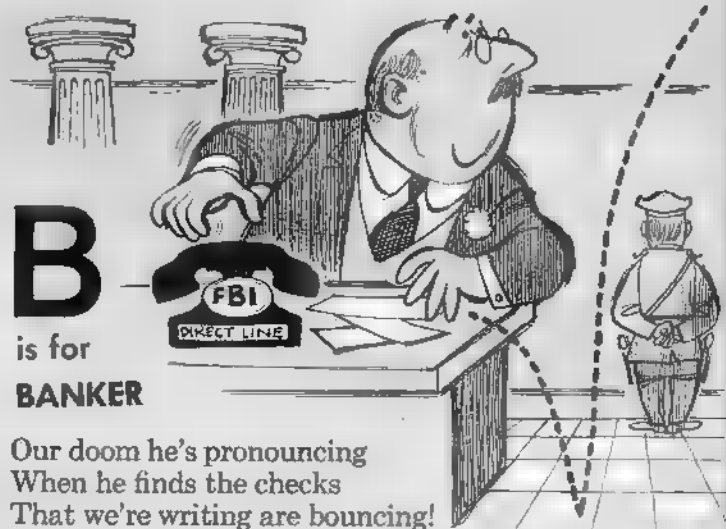
C
is for
CAROLS

Our voices are straining
To drown out the sound
Of our neighbors' complaining!



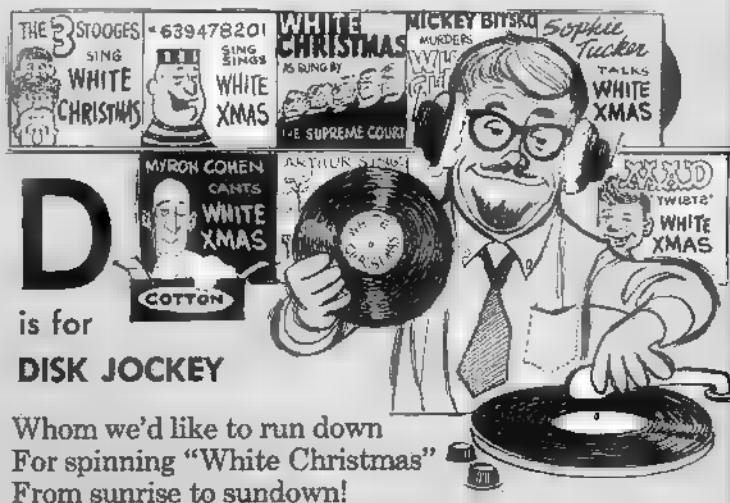
G
is for
GIFT CERTIFICATE

Which we'd adore,
Except that it's good at
A War-Surplus Store!



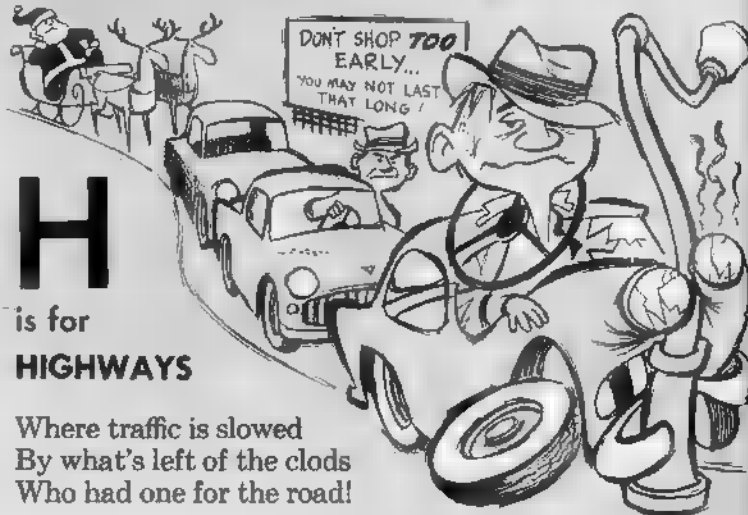
B
is for
BANKER

Our doom he's pronouncing
When he finds the checks
That we're writing are bouncing!



D
is for
DISK JOCKEY

Whom we'd like to run down
For spinning "White Christmas"
From sunrise to sundown!

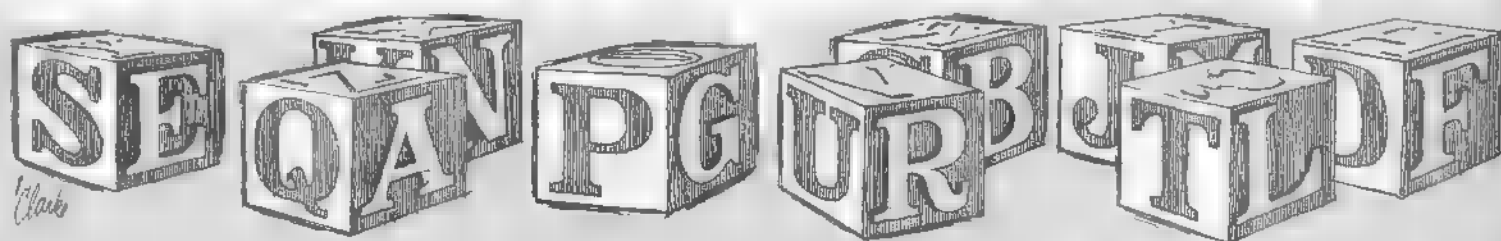


H
is for
HIGHWAYS

Where traffic is slowed
By what's left of the clods
Who had one for the road!



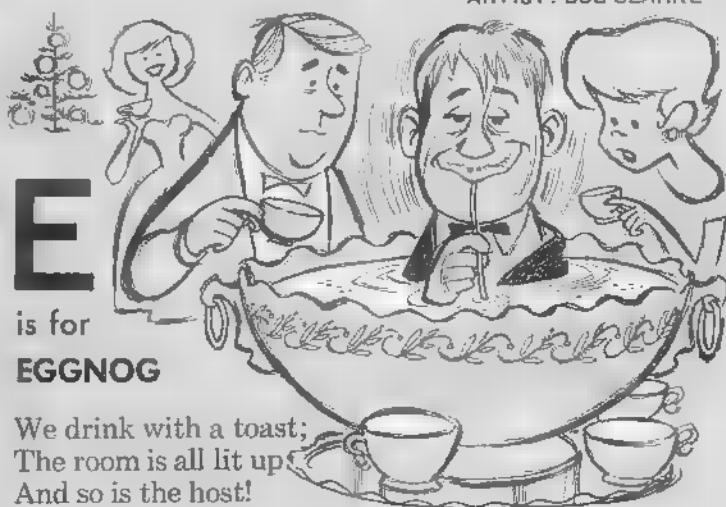
MAD'S MERRY CHRISTMAS HAPPY NEW YEAR ALPHABET BOOK



Clark

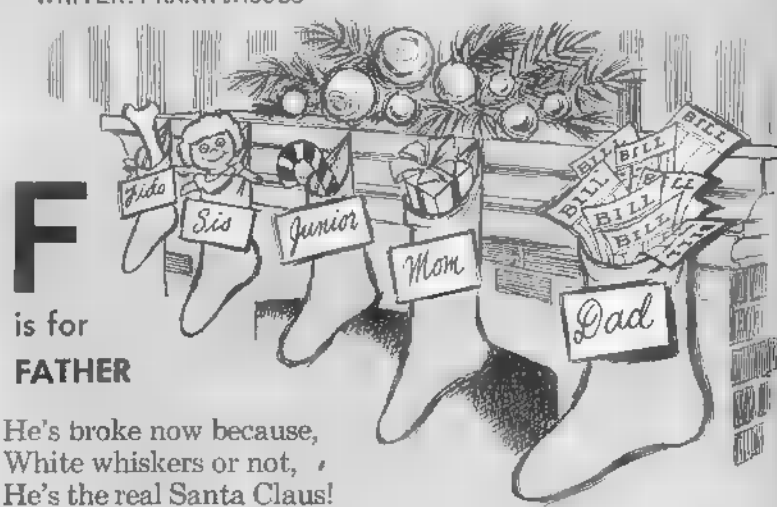
ARTIST: BOB CLARKE

WRITER: FRANK JACOBS



E
is for
EGGNOG

We drink with a toast;
The room is all lit up
And so is the host!



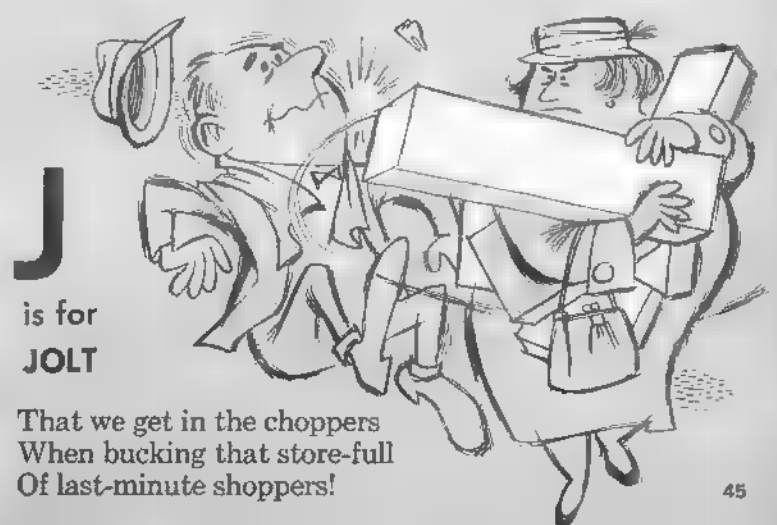
F
is for
FATHER

He's broke now because,
White whiskers or not,
He's the real Santa Claus!



I
is for
IN-LAWS

Who mooch Christmas dinner;
Their stomachs get larger;
Our bankroll gets thinner!



J
is for
JOLT

That we get in the choppers
When bucking that store-full
Of last-minute shoppers!

K

is for
KIDS

Who with masterful strokes
Will soon break their toys
Like they've broken their folks!



L

is for
LOANSHARK

When we've overspent,
He'll show kindly interest
At 20 per cent!



O

is for
OUTDOOR DISPLAY

The fruit of our labors;
It's vulgar, that's true,
But it out-does our neighbor's!



P

is for
PAYMENTS

These help us remember
The full joy of giving
From now through November!



S

is for
SANTA

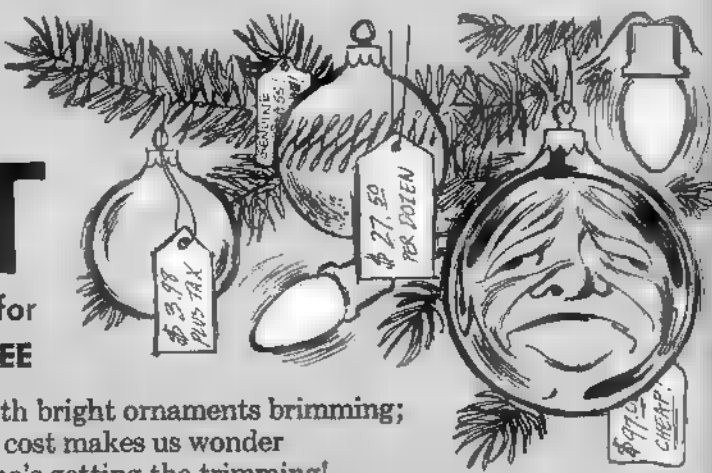
The store pays him well
To tout kids on items
The salesmen can't sell!



T

is for
TREE

With bright ornaments brimming;
Its cost makes us wonder
Who's getting the trimming!



W

is for
WIFE

Who'll make our life rotten
When she sees that fur coat
Her best-friend has gotten!



X

is for
XMAS CARDS

They bring us good cheer
From folks who ignore us
The rest of the year!

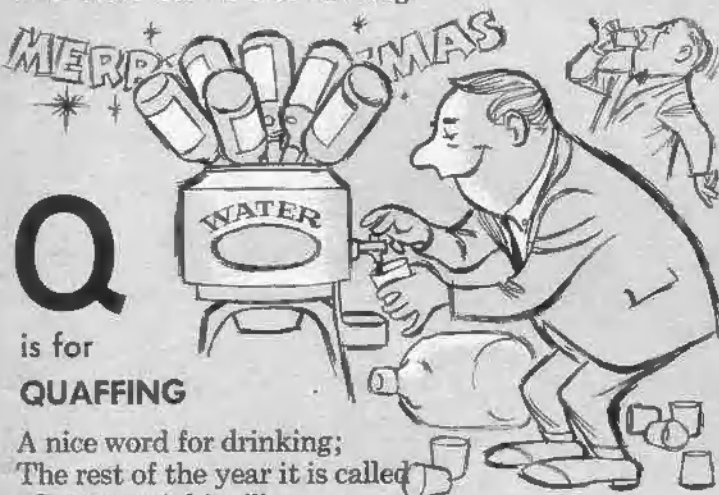


**EXCHANGE
DEPT.**
PERSONALIZED ITEMS
NOT RETURNABLE

M

is for
MONOGRAMS

Which stop our returning
That over-size shirt
And those ties we'll be burning!



Q

is for
QUAFFING

A nice word for drinking;
The rest of the year it is called
"Getting stinking!"



U

is for
ULCER

It starts when we hear
That our big Christmas bonus
Is cancelled this year!



Y

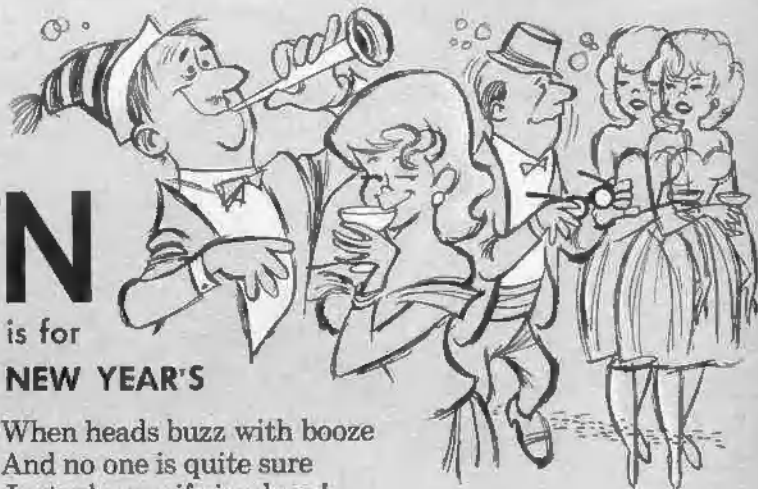
is for
YULE-LOG

Ablaze and aglow;
If Santa should land on it—
Ho! Ho! Ho! Ho!

N

is for
NEW YEAR'S

When heads buzz with booze
And no one is quite sure
Just whose wife is whose!



R

is for
RELATIVES

Forget they're unpleasant;
Don't think of the past;
Think instead of the *present!*



V

is for
VISITS

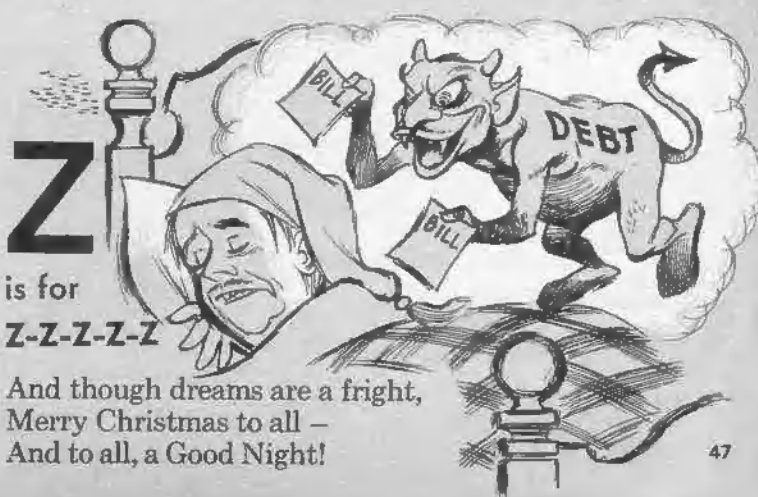
When neighbors drop in,
And clean out what's left
Of our scotch, rye and gin!



Z

is for
Z-Z-Z-Z-Z

And though dreams are a fright,
Merry Christmas to all —
And to all, a Good Night!



AT THE BARBER SHOP



THE EDITOR, THE PUBLISHER, AND THE STAFF OF

MAD

would like to take this opportunity to wish you

A Very Merry Christmas!





Hey, you're a pretty cute
little tomato! What say
we get stewed together?

Sorry! I'm
always ripe
for action—
but I never
mix with
strangers!

Who was that
lemon I saw
you with last
night?

That
was
no
lemon—
that
was my
lime!

Boy—if you
really believe
bottles, tomatoes,
oranges and lemons
can talk and make
bad puns, you must
be crocked! Better
take the pledge
—or you'll be
seeing me next!



Learn to recognize the first signs of the "D.T.'s": talking bottles, tomatoes, oranges, lemons, onions, faucets, pink elephants, and finally green snakes! Kick the alcohol habit before it's too late! Join A.A.! ALCOHOLICS ANONYMOUS THERE'S A CHAPTER IN YOUR TOWN